

OCTOBER, 1950

NIGHT

AMERICA'S PICTURE MAGAZINE OF ENTERTAINMENT

and

DAY

25
cents

NIGHT BATHING IN PARIS



NEW! SOLD ONLY BY MAIL

NO TIME LIMIT HOSPITALIZATION PLAN

GOOD ANYWHERE IN THE UNITED STATES

Amazing Protection IN CASE OF SICKNESS or ACCIDENT

POLICY PAYS AS LONG AS YOU REMAIN IN HOSPITAL

10 BIG
BENEFITS

COSTS ONLY 3¢ A DAY

1/2 RATE
for Children

If you get sick or have an accident, you may go to any recognized Hospital in the U.S. (rest homes, sanitariums excluded). Your North American Policy will pay Hospital Room and Board Benefits as long as you remain confined. NO TIME LIMIT! Besides, you get Doctor Benefits in case of accident . . . Cash Benefits for 74 Surgical Operations . . . Compensation for Loss of Time in case of accident (age 18 and above) . . . Cash Payment for Loss of Eyes, Hands, Foot . . . lump Cash for Accidental Death. What's more, you get special Polio Benefits . . . seldom covered in ordinary Hospitalization.

The North American Policy makes no reduction in Benefits due to age. Benefits begin with first day of Hospital confinement. For those who want it, a MATERNITY RIDER is available at small additional charge. This is a truly remarkable Policy . . . an unusual value! Mail Coupon for full details.

ONE POLICY COVERS INDIVIDUAL or ENTIRE FAMILY, Birth to Age 70

▶ We pay FULL BENEFITS direct to you—regardless of money you collect from other insurance sources for the same disability, including Workmen's Compensation. Therefore, if you are already carrying Hospitalization insurance—be smart, ADD NORTH AMERICAN COVERAGE and get just that much more BENEFIT MONEY to help offset today's higher Hospital costs. ◀

EVERYTHING YOU NEED! ONE POLICY! ONE LOW COST!



74 SURGICAL OPERATIONS



SICKNESS or ACCIDENT



LOSS OF TIME for INJURY



YOU GET POLIO BENEFITS

**FREE!
MAIL THIS
COUPON**

Truly this is a remarkable Hospitalization Plan. Investigate it! Buy it! Mail coupon for full details.
**NO OBLIGATION!
NO AGENT WILL CALL!**

North American Mutual INSURANCE COMPANY

Dept. NB-10-50, North American Building, Wilmington 99, Delaware
Please send me without obligation full details about the new North American Hospitalization Plan. No Agent will call.

Name

Address

City State

----- (Paste on penny postcard or mail in envelope) -----

Any Hospital! Any Doctor! LOOK WHAT YOU GET

(Partial List of Coverages)

HOSPITAL ROOM & BOARD FOR SICKNESS or ACCIDENT **\$150.00**
PER MONTH
(NO TIME LIMIT)

DOCTOR VISITS IN CASE OF ACCIDENT **\$25.00**
PER WEEK
(NO TIME LIMIT)

74 SURGICAL OPERATIONS **\$10. to \$100.**

LOSS OF TIME IN CASE OF ACCIDENT **\$25.00**
PER WEEK
(NO TIME LIMIT)

ACCIDENTAL DEATH
\$1000. to \$3000.

LOSS OF EYES, HANDS, FOOT DUE TO ACCIDENT **\$250. to \$3000.**

INFANTILE PARALYSIS
for HOSPITAL BILLS UP TO **\$500.**

for DOCTOR BILLS UP TO **\$500.**

WHILE IN HOSPITAL UP TO **\$500.**

for ORTHOPEDIC APPLIANCES UP TO **\$500.**

WE PAY CASH

DIRECT TO YOU

MAIL COUPON

Are You
Losing
Your **VITAL
VIGOR?**



Bernarr Macfadden
LATEST
PHOTO
VITAL AND VIRILE AT 80

Walter Winchell says!

"80-year-old Bernarr Macfadden is sending cards to all men who are over 40, asking them if they are losing their 'Adam Power'... He calls attention to the fact that after marrying a widow of 44, he is reasserting his belief that virility should improve with age. He wants to share his secret."

WRITE TO: Dept. # V-3110

BERNARR MACFADDEN

220 E. 42nd St. NEW YORK 17, N. Y.

CONFIDENTIAL LOAN SERVICE

Borrow \$50 to \$300"

Need money? No matter where you live... you can borrow **BY MAIL**, \$50.00 to \$300.00 this easy, quick, confidential way. No endorsers needed. Employed men & women of good character eligible. Solve your money problems quickly and in complete privacy with a loan made by mail. Employer, relatives and friends will not know you are applying for a loan. Convenient monthly payments. Rush coupon—giving occupation—for Application Blank sent FREE in plain envelope. No obligation. **State Finance Co., 210 State Finance Bldg., Dept. N-2 Des Moines 6, Iowa**

STATE FINANCE CO., Dept. N21
210 State Finance Bldg., Des Moines 6, Iowa
Please rush FREE Application Blank.

NAME _____
ADDRESS _____
CITY _____ STATE _____
Occupation _____ Age _____

Gun Cigarette Lighter



**TRIGGER ACTION
LOOKS REAL**

Regular
500 Value
Only
\$2.98

Perfect Size for Pocket or Purse (3 1/2" x 2 1/4")
Looks Exactly Like Real Gun
Works Perfectly Every Time
Highly-polished Chrome Finish
100% Satisfaction Guaranteed

Amazing automatic cigarette lighter. Looks exactly like real gun. When your friends see it, they will gasp. Pull the trigger and you have a sure light every time. Precision made with black composition handle. Handsomely boxed for gift-giving. Order yours today! Send \$2.98 and we will pay postage. C.O.D., you pay \$2.98 plus 41¢ C.O.D. charges. Either way, if not complete satisfied, return within 10 days for complete refund.

DRESDEN ART WORKS
412 S. Market St., Dept. 606 Chicago 7, Ill.

Speak Freely

Unsigned letters will not be published.
Initials will be used if requested.

WILD PARTY

Dear Sir:

You got a letter from someone in Canada complaining about the fact that parties he goes to aren't like the ones he reads about in *NIGHT and DAY*.

After Wild and Woolly East in September issue, I agree completely.

O. L. W.

CICERO, ILL.

SPANISH BEAUTY

Dear Sir:

I AM SENDING YOU A PHOTO OF MYSELF. I HOPE YOU CAN USE IT AS I AM ANXIOUS TO GET THE REACTION OF YOUR READERS TO ME.

THE WEEK OF JULY 21 I PLAYED "ROSE OF THE RIO GRANDE" HERE IN CHICAGO AT THE RIALTO THEATER.

CARMEN DEL CARMEN
CHICAGO, ILL.



Rose of the Rio Grande

ITALY TRIP

Dear Sir:

You've such a fine magazine—lovely, large, photos, little commentary, no cheap sensational subjects, and usually a few exceptional females filling a page or two and filling also only the most recent Bikini or diaphanous suits.

However, you've been, lately a bit scanty in your material. July's "Helping Hand" and August's "Second Thought" were your usual standards plus a few more, but why did you not exploit the possibilities of "Everybody's Vacation"? Your sub-title, "Italian Shore Resort," could have presented a series of exciting Italian beauties in Bikinis.

Let's have some next time.

WALTER H. DIEHL
WORCESTER, MASS.

TOUGHIE

Dear Sir:

I THINK THAT YOUR TWO-PAGE ROLLER DERBY PICTURE IS TERRIFIC. THAT'S THE WAY TO DO IT.

WAUKESHA, WISC.

J. F.

MORALE BUILDERS

Dear Sir:

I am deeply grateful for your magazines. I sat in my back yard riveted as I have seldom been riveted to anything! Thank you enormously for putting out these books, and thank you even more for the definite boost you have given my ego. For years I slunk around with the belief that my bosom was too big.

L. P.

NEW YORK, N. Y.

NEW FORMAT

Dear Sir:

I LIKED YOUR LATEST ISSUE OF *NIGHT and DAY* VERY MUCH. I HOPE THAT IT WAS THE FIRST OF A LONG LINE.

MARTIN FINK

NEW YORK, N. Y.

Dear Sir:

If you ever have a cover like that again my wife will turn a shade of permanent green. That Val Njord is my idea of a gorgeous hunk of gal, and the other little honey is no slouch either. The new inside arrangement is very tricky and the emphasis on more sports is a good idea.

L. P. K.

MONTPELIER, VT.

Dear Sir:

MAY I SAY THAT I THINK THAT THE NEW KIND OF *NIGHT and DAY* IS THE ONLY POSSIBLE IMPROVEMENT OVER THE OLD KIND OF *NIGHT and DAY* THAT I USED TO THINK WAS POSITIVELY TOPS. NOW I THINK YOU'VE REALLY DONE IT.

MAL LONG

SAN FRANCISCO, CAL.

WOMEN BOXERS

Dear Sir:

Just read your wonderful magazine and spotted a piece written by Niles Lopez about women boxers. I sure hope you run two or three pages on this because I know a lot of us would enjoy it.

There's a Mr. Kate in South Bend, Indiana who has a stable of women boxers headed by the champion Jo Ann Hagen. Maybe you can get a story there. I hope so. Good luck.

(Miss) R. SWAIN

SOUTH BEND, IND.

MAMA BEAR

Dear Sir:

WHOEVER HAD THE BRIGHT IDEA TO GIVE US A BEAR INSTEAD OF A PIN-UP SHOULD BE BEHIND BARS. WHIMSY IS ALL RIGHT IN ITS PLACE, I SUPPOSE, BUT I DON'T NEED IT ON MY WALLS AND YOU DON'T NEED IT IN THE CENTER OF YOUR MAGAZINE.

T. D.

JACKSON, MISS.

MISTAKE

Dear Sir:

In your article "Nobody Hurt" (June) you referred to the drivers of the pictured race cars as "Midget auto racers." True, the photograph at the top of page 21 was a photo of two midgets, but if you will check closer, you will find that the other photographs were of "big cars" and not midgets. The similarity is there but the people actually concerned with the racing business may not be too appreciative of your error.

DONALD M. DICKEY
ST. ALBANS, N. Y.

**MAKE BIG
MONEY!**

**Sell MASON
JACKETS...COATS!**



**FREE
SALES
OUTFIT**

HERE'S WHY YOU CAN EARN BIG MONEY FROM THE START!

Men who work outdoors want this sturdy Genuine Horsehide Leather Jacket. Warm, snug, attractive... just the thing for Mr. He-Man! Demand is enormous, assures you a FINE INCOME from quick orders. Full line includes raincoats, shirts. SELL QUICKLY, EASILY. CASH IN at once. Collect ADVANCE COMMISSIONS daily, start right away!

Extra Profits Selling Shoes!

Offer 165 latest style money-saving foot-comfort shoes for men and women. They all buy shoes—you SELL exclusive features that mean easier selling—plenty of repeat orders. Women know and trust Good Housekeeping

Guaranty Seal on famous Velvet-ez Air Cushion insole shoes... that relieve aching, tired feet.



FULL OR SPARE TIME

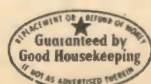
The TIME to ACT is NOW! Send for your FREE SELLING OUTFIT. Pick up BIG MONEY... full or spare time. Fill out and mail the coupon below —TODAY!

FAMOUS

Velvet-ez

AIR CUSHION INSOLE

**BACKED BY
GOOD HOUSEKEEPING**



RUSH COUPON TODAY

MASON SHOE MFG. CO.
Dept. M-686
Chippewa Falls, Wisconsin

Rush my FREE Selling Outfit. Include the complete line of Jackets, Coats and Shirts, and famous Velvet-ez Air-Cushion insole shoes and over 150 other styles. SEND EVERYTHING FREE AND PREPAID. My own shoe size is ()

Name _____
Address _____
City & State _____

CONTINUED ON PAGE 8

WHAT YOU CAN DO ABOUT

HAIR LOSS

**ITCHY SCALP, DANDRUFF, HEAD SCALES,
SEBORRHEA, EXCESSIVE FALLING HAIR**



The following facts are brought to the attention of the public because of a widespread belief that nothing can be done about hair loss. This belief has no basis in medical fact. Worse, it has condemned many men and women to needless baldness by their neglect to treat certain accepted causes of hair loss.

There are six principal types of hair loss, or *alopecia*, as it is known in medical terms:

1. Alopecia from diseases of the scalp
2. Alopecia from other diseases or from an improper functioning of the body
3. Alopecia of the aged (senile baldness)
4. Alopecia areata (loss of hair in patches)
5. Alopecia of the young (premature baldness)
6. Alopecia at birth (congenital baldness)

Senile, premature and congenital alopecia cannot be helped by anything now known to modern science. Alopecia from improper functioning of the body requires the advice and treatment of your family physician.

BUT MANY MEDICAL AUTHORITIES NOW BELIEVE A SPECIFIC SCALP DISEASE IS THE MOST COMMON CAUSE OF HAIR LOSS.

This disease is called Seborrhea and can be broadly classified into two clinical forms with the following symptoms:

1. **DRY SEBORRHEA:** The hair is dry, lifeless, and without gloss. A dry flaky dandruff is usually present with accompanying itchiness. Hair loss is considerable and increases with the progress of this disease.
2. **OILY SEBORRHEA:** The hair and scalp are oily and greasy. The hair is slightly sticky to the touch and has a tendency to mat together. Dandruff takes the form of head scales. Scalp is usually itchy. Hair loss is severe with baldness as the end result.

Many doctors agree that to **NEGLECT** these symptoms of **DRY** and **OILY SEBORRHEA** is to **INVITE BALDNESS**.

Seborrhea is believed to be caused by three germ organisms — staphylococcus albus, pityrosporum ovale, and acnes bacillus.

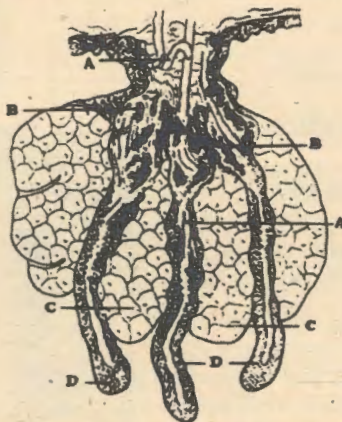
These germs attack the sebaceous gland causing an abnormal working of this fat gland. The hair follicle, completely surrounded by the enlarged diseased sebaceous gland, then begins to atrophy. The hair produced becomes smaller and smaller until the hair follicle dies. Baldness is the inevitable result. (See illustration.)

But seborrhea can be controlled, particularly in its early stages. The three germ organisms believed to cause seborrhea, can and should be eliminated before they destroy your normal hair growth.

A post-war development, Comate Medicinal Formula kills these three germ organisms on contact. Proof of Comate's germ-killing properties has been demonstrated in laboratory tests recently conducted by one of the leading testing laboratories in America. (Complete report on file and copies are available on request.)

When used as directed, Comate Medicinal Formula controls seborrhea—stimulates the flow of blood to the scalp—helps stop scalp itch and burn—improves the appearance of your hair and scalp—helps **STOP HAIR LOSS** due to seborrhea. Your hair looks more attractive and alive.

You may safely follow the example of thousands who first were skeptical, then curious, and finally decided to avail themselves of Comate Medicinal Formula.



**DESTRUCTION OF HAIR FOLLICLES
Caused By Seborrhea**

A — Dead hairs; B — Hair-destroying bacteria; C — Hypertrophied sebaceous glands; D — Atrophic follicles.

A Few of the Many Grateful Expressions By Users of Comate Medicinal Formula

"My hair was coming out for years and I tried everything. Nothing stopped it until I tried Comate. Now my hair has stopped coming out. It looks so much thicker. My friends have noticed my hair and they all say it looks so much better."
—Mrs. R.E.J., Stevenson, Ala.

"Your hair formula got rid of my dandruff; my head does not itch any more. I think it is the best of all of the formulas I have used."
—E.E., Hamilton, Ohio.

"Your formula is everything you claim it to be and the first 10 days trial freed me of a very bad case of dry seborrhea."
—J.E.M., Long Beach, Calif.

"I do want to say that just within five days I have obtained a great improvement in my hair. I do want to thank you and the Comate Laboratories for producing such a wonderful and amazing formula."
—M.M., Johnstown, Pa.

"I have found almost instant relief. My itching has stopped with one application."
—J.N., Stockton, Calif.

"My hair looks thicker, not falling out like it used to. Will not be without Comate in the house."
—R.W., Lonsdale, R. I.

"I haven't had any trouble with dandruff since I started using Comate."
—L.W.W., Galveston, Tex.

"This formula is everything if not more than you say it is. I am very happy with what it's doing for my hair."
—T.J., Las Cruces, New Mexico

"I find it stops the itch and retards the hair fall. I am thankful for the help it has given me in regard to the terrible itchiness."
—R.B.L., Philadelphia, Pa.

"The bottle of Comate I got from you has done my hair so much good. My hair has been coming out and breaking off for about 21 years. It has improved so much."
—Mrs. J.E., Lisbon, Ga.

Today these benefits are available to you just as they were to these sincere men and women when they first read about Comate. If your hair is thinning, over-dry or over-oily—if you are troubled with dandruff with increasing hair loss—you may well be guided by the laboratory tests and the experience of thousands of grateful men and women.

Remember, if your hair loss is due to Seborrhea, Comate CAN and MUST help you. If it is due to causes beyond the reach of Comate Medicinal Formula, you have nothing to lose because our **GUARANTY POLICY** assures the return of your money unless delighted. So why delay when that delay may cause irreparable damage to your hair and scalp. Just mail the coupon below.

© 1950 Comate Laboratories Inc., 1432 Broadway, N. Y. C.

COMATE LABORATORIES INC., DEPT. 46-C
1432 Broadway, New York 18, N. Y.

Please rush my bottle (30-days supply) of Comate Hair and Scalp Formula in plain wrapper. I must be completely satisfied or you guarantee refund of my money upon return of bottle and unused portion.

- ☐ Enclosed find \$5.00, Fed. tax incl. (Check, cash, money order.) Send postpaid.
☐ Send C.O.D. I will pay postman \$5.00 plus postal charges.

Name.....

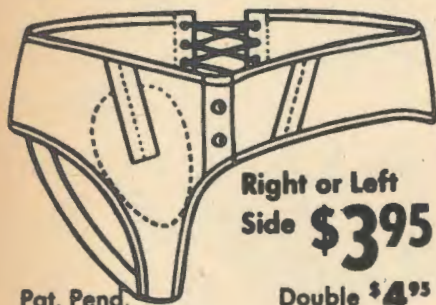
Address.....

City..... Zone..... State.....

APO, FPO, Canada and Foreign—No C.O.D.'s

Immediate Comfort And Relief for You with **RUPTURE-EASER**

(A PIPER BRACE PRODUCT)
For MEN, WOMEN and CHILDREN



Right or Left
Side **\$3.95**

Pat. Pend.

Double **\$4.95**



A strong, form fitting washable support designed to give you relief and comfort. Adjustable back-lacing and adjustable leg strap. Snaps up in front. Soft flat groin pad—no steel or leather bands. Unexcelled for comfort, invisible under light clothing. Washable. Also used as after operation support.

● THE MOST EFFECTIVE HERNIA SUPPORT.

Thousands of people who have tried old-fashioned, expensive devices turn to Rupture-Easer for new comfort.

● RUPTURE-EASER IS SANITARY.

Can be washed without harm to fabric—you never offend when you wear Rupture-Easer.

● NO FITTING REQUIRED.

Just measure around the lowest part of the abdomen and specify right or left side or double.

What Satisfied Users Say--

R. C. of Corvallis, Oregon, Air Mail: "Send me another Rupture-Easer so I will have one to change off with. It is enabling me to work at top speed at my press machine 8 hrs. a day."

Mr. P. S. of New York City wants us to know he is "... very pleased with my Rupture-Easer. It has given me great relief and I feel more safe than ever in wearing this support."

M. S. of Anderson, Ind., thanks us and says: "It is one of the finest things I have ever worn and has made my life worth living. It has given me untold ease and comfort."

M. D. S. of Greenwich, N. Y., writes: "I find my Rupture-Easer the most comfortable and satisfactory of any truss I have ever worn."

L. C. N., Blackburn, Mo., writes: "The Rupture-Easer I bought from you has done so much good I couldn't forget you this Christmas season."

**THERE'S NO SUBSTITUTE FOR
PROVEN PERFORMANCE!**



**RUPTURE-EASER
10 DAY TRIAL OFFER**

Money-back guarantee if you don't get blessed relief. **ORDER TODAY!**

Piper Brace Co., 308 E. 12th, Kansas City, Mo.

USE THIS HANDY ORDER FORM

Dept.
Piper Brace Company, HO-10 5.
308 E. 12th St., Kansas City 6, Mo.

Please send my RUPTURE-EASER by return mail.

Right Side ☐ \$3.95 Measure around lowest part

Left Side ☐ \$3.95 of my abdomen

Double ☐ \$4.95 is _____ INCHES.

We Prepay Postage Except on C.O.D.'s

Enclosed is: ☐ Money Order ☐ Check for \$_____

☐ Send C. O. D.

Name _____

Address _____

City and State _____

RUSH THIS COUPON NOW!

NIGHT and DAY

VOL. 2, NO. 9

OCTOBER, 1950

AMERICA'S PICTURE MAGAZINE OF ENTERTAINMENT

CONTENTS

BROADWAY

JOAN CARTER.....	9
LUCKY BREAK.....	10
NEW FACE.....	12
DATE IN MANHATTAN.....	14
HOT ICE.....	16

SPORTS

BOXING HORSE.....	19
BASEBALL: JR. DIVISION.....	20
FISH STORY.....	22
NEW SUPERMEN.....	24
STICK QUIZ.....	28

HOLLYWOOD

MOVIE QUEEN.....	29
OLÉ.....	30
BY THEIR NECKLINES YE SHALL KNOW THEM.....	32
CENTRAL CASTING, HERE I AM.....	35

P. S.

SEASON'S END.....	37
SEE YOU IN THE FUNNY PAPERS.....	38
GOLDEN BOY.....	43
HOT NIGHT IN PARIS.....	44

DEPARTMENTS

SPEAK FREELY.....	4
AFTER DINNER CONVERSATION.....	8
PHOTOGRAPHY.....	26
SEEING AND HEARING.....	34
BEYOND WORDS.....	42
OH, MURDER!.....	47

NIGHT AND DAY'S COVERS

PAT WILLIAMS is a blonde beauty who got to be very well known as the lead in Ken Murray's famous "Blackouts." She took the part after another beautiful blonde named Marie Wilson left, and added her devastating appeal to the part.

BARBARA OSTERMAN has been on our cover before. Last month she was the brunette in candy stripes, this month she's a redhead, and observant readers will no doubt remember her from inside the book as a blonde; she's there again on page 26.



PICTURE CREDITS

COVER: LEO FUCHS FROM GRAPHIC HOUSE, GLOBE... 9-BILL MARK... 10, 11... GRAPHIC HOUSE... 12, 13-GRAPHIC HOUSE... 14, 15-GARY WAGNER... 16, 17, 18-GLOBE... 18-GLOBE... 22, 23-GLOBE... 24-INP, INP, INP, WIDE WORLD... 25-INP, INP, INP, WIDE WORLD, WIDE WORLD, WIDE WORLD... 26-GLOBE PHOTOS... 28-THREE LIONS... 29-GRAPHIC HOUSE... 30, 31-GRAPHIC HOUSE... 32, 33, 34-GRAPHIC HOUSE... 35, 36-GLOBE... 38, 39, 40, 41-F. ROY KEMP... 42-VITA... 43-GRAPHIC HOUSE... 44, 45, 46-GRAPHIC HOUSE.

PUBLISHER, A. LAWRENCE HOLMES
EDITOR, VIRGINIA TRAYERS
MANAGING EDITOR, LENORE HAILPARN

BUSINESS MANAGER, GEORGE BECKER
PRODUCTION MANAGER, ANN WAITE
ART DIRECTOR, CARL CERMINARO

NIGHT AND DAY, America's Picture Magazine of Entertainment, October, 1950, Vol. 2, No. 9, published monthly by Alho Publishing Co., Inc., at 270 Park Ave., New York 17, N. Y. Annual subscription (12 issues) \$3.00 in U.S.A. Foreign prices upon request. Re-entered as second-class matter June 15, 1950 at the post office at New York, N. Y., under the Act of March 3, 1879. Copyright 1950 U.S.A. and Canada by Alho Publishing Co., Inc. Rights reserved under Pan-American Copyright Convention. Trademark registered U.S. Patent Office. Printed in the U.S.A. Manuscripts and photographs submitted for consideration must be accompanied by return postage. The publisher will not be responsible if submitted otherwise. Cover cannot be reproduced in any manner without written permission.

ONE OF THE HOLMES GROUP

OWN a Nationally Advertised Business

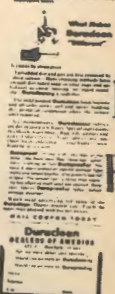
Now, we are appointing dealers in U.S.A., Canada, Mexico and foreign countries... in territories still open. If you are capable, co-operative and willing to work to enjoy success, we'll establish you in your own business and arrange easy terms to help you get started. Gross profits up to \$15 and \$20 a day on each of your service men. No experience needed.



1/4
PAGE

Clean Rugs and Upholstery

Duraclean Dealers' businesses are built upon the solid foundation of a national organization with 18 years of Proven Success. Duraclean Service was established to improve cleaning methods for rugs and upholstery... to eliminate harsh machine scrubbing... to prevent shrinkage from soaking. Instead of floating surface soil down into upholstery and rugs, this amazing process actually removes it!



Better
Homes
and
Gardens

Protects against moths, carpet beetles

Here is another year 'round service rendered right in the home, office, or business building—without removing furnishings. Duraproof protects carpets, upholstery, furs, clothing, piano felts and auto interiors from damage by moths or carpet beetles. To our knowledge, Duraproof is the only moth-proof service backed by a National Money-Back 4-YEAR WARRANTY—for customer's protection.

Voluntary and Repeat Orders

Customers are not merely satisfied—many are enthused with results and tell friends and neighbors. Duraclean is recommended by America's foremost furniture and department stores. Services are **NATIONALLY ADVERTISED** in Quality Magazines.



No Overhead Expense

Shop is optional! At the start you may want to render service yourself from your own home, on a part time basis. It's easy to learn. Almost every building in your territory houses a potential customer needing one or both services. Even auto dealers buy your Duraclean Service to revive upholstery in used cars.

Two-Way Profit

You enjoy unusual profits on both materials and labor after paying servicemen and salesmen. Mr. E. Schachin reported, "Have on hand 5 orders totaling over \$500, obtained from recommendations of customers." J. Dalton says, "Business for four weeks was \$1,600."

Nationally Advertised Service

Services are recommended by America's foremost furniture and department stores and are **NATIONALLY ADVERTISED** in McCall's, Better Homes and Gardens and Other Quality Magazines to help create demand for your services and to explain the superior merits of your processes.

FREE Booklet

If you are interested in an opportunity like this, fill out the coupon today! A letter and 16-page illustrated booklet will explain everything. We furnish electric machines, advertising matter, store cards, introduction slips, sales portfolios, demonstrators and enough materials to return your **TOTAL** investment. You can have **YOUR OWN** business operating within a week after equipment arrives. Mail coupon NOW and discover for yourself. No obligation. Easy Terms!



"OWN a Business" Coupon

Duraclean Co.

0-460 Duraclean Bldg.

Dearfield, Illinois

With no obligation to me, send booklet and letter giving full details. Tell me how I can OWN a growing business of my own built upon satisfied customers.

Name _____ Age _____

Address _____

City _____ State _____

Speak Freely

CONTINUED
FROM PAGE 4

JOAN VOHS

DEAR SIR:

I JUST SAW YOUR MOST RECENT (JUNE) ISSUE OF *NIGHT and DAY* ALTHOUGH IT DOESN'T COME HERE OFTEN. I NOTICED THE PICTURES OF JANE VOHS AND THEY WERE TOPS, BUT WOULD LIKE TO MAKE A CORRECTION; HER NAME IS JOAN VOHS. JOAN IS A FREE LANCE ACTRESS, AND ANYONE CAN REACH HER BY WRITING UNIVERSAL STUDIOS, UNIVERSAL CITY, CALIFORNIA. JOAN IS A BEAUTY WHO HAS RED HAIR, BLUE EYES, FRECKLES. I THINK SHE COULD BE ANOTHER RITA HAYWORTH. SHE'S REALLY GOT A FIGURE AND WITH HER ACTING AND DANCING ABILITIES, SHE COULD MAKE A TERRIFIC HIT. LET'S SEE MORE PICTURES OF THIS RAVING BEAUTY. KEEP UP YOUR GOOD WORK AND LET'S SEE MORE PIN-UP PICTURES IN YOUR MAGAZINE.

RAY BECKER

PECK, MICH.

Dear Sir:

In your latest issue of *NIGHT and DAY* you had Hollywood starlet Joan Vohs as Jane Vohs.

Joan was born on July 30, 1928 in a small town on Long Island (New York) called St. Albans. She lived there all her life until she came to Hollywood.

She used to dance for all charity benefits, etc. Along about this time the Radio City Music Hall Rockettes won an award for the finest dancers in the world. Right then and there, Joan's ambition was to become a Rockette! So at the age of fifteen she auditioned for the Rockettes and on her sixteenth birthday she became a Rockette. She was the youngest Rockette of all times and this was highly publicized and she even appeared on the radio, which all seemed to Joan as though she had reached stardom!

She kept up her dancing, but not so strongly. She concentrated more on acting which she decided would be her career. She stayed with the Rockettes 13 months.

The following February she auditioned for "Follow the Girls" (on Broadway) which was a hit musical. She made it and stayed with them nine months. Then she auditioned for a dancing part in "Oklahoma" also on Broadway. In this, she displayed her ability as a dancer of the ballet. With Joan's beauty and grace she was rapidly making headway in the tightly knit world of the New York theatre.

About this time she definitely decided to become an actress. She had been studying with the Theatre Guild and on the strength of that, she left "Oklahoma" and did some summer stock.

From the time Joan was fifteen she was a Conover model—appearing on about fifteen popular magazines. She also did newsreels, fashions, etc. On one of these newsreel assignments for Warner Brothers Studios she went to Bermuda. When she came back, Warners made a screen test of her and sent it to the coast then she signed a contract in New York and went to California for the first time at the age of 20.

How she looks? Well, she's 5' 6" tall, weighs 118 lbs., has red hair, light blue eyes and rather Irish looking, although her family has only a bit of Irish in them!

Psychology is her favorite subject and more or less her hobby, too. Next to being a movie actress she would like to be a child psychiatrist because she loves children more than anything.

Joan's goal is stardom and with all her beauty, talent, and graciousness she's bound to succeed!

WANDA MORRISON
WELCH, W. VA.

DEAR SIR:

I WOULD LIKE TO PROVE THAT A GIRL

DOESN'T ALWAYS NEED A FRENCH BATHING SUIT OR SUCH TO MAKE A STRIKING POSE. ENCLOSED ARE A FEW PICTURES OF A GIRL NAMED JOAN VOHS. AS YOU CAN SEE JOAN DOESN'T NEED A FRENCH BATHING SUIT TO DRAW ATTENTION. SHE'S WEARING WHAT THE AMERICAN GIRL WOULD WEAR. STILL SHE DRAWS THE ATTENTION OF YOU. WHY NOT PRINT A FEW OF THESE PICTURES AND LET THE PUBLIC DECIDE. I REALLY DON'T CARE FOR THOSE PICTURES OF JO JORDAN OR ANY OTHER. LET'S SEE MORE PICTURES OF SUCH AS JOAN VOHS AND LET EVERY ONE BE PROUD TO BUY YOUR BOOK. PEOPLE JUST WALK AWAY WHEN THEY SEE SUCH UNHUMAN PICTURES. JUST TELL ME WHERE SUCH GIRLS WEAR THESE SUITS. I WOULDN'T EVEN BE SEEN IN ONE.

DELPHINE MITCHELL
SANDUSKEY, MICH.



Joan in the movies.



Joan at home.

After Dinner Conversation

Up to a century ago, all furniture was made by hand.

Under the best of conditions, goldfish can swim as fast as 1.1 m.p.h.

To fill the tanks of the B-36 requires 21,116 gallons of gasoline and 1,200 gallons of oil.

In Melbourne, Australia, a man was arrested who sat in a public park sewing a patch on his only pair of pants.

The source of the motto "E Pluribus Unum" is the Latin poem "Moretum" attributed to Virgil.

California, Illinois, Massachusetts, New York, Ohio and Pennsylvania lead, in order as given, in practicing psychiatrists.

Columbia University reports that liquid excreted from buttercups will kill the germs of pneumonia.

Supreme Court met (before it came to Washington, D. C. in 1801) in New York City in 1790, and in Philadelphia from 1791 to 1800.

No historically recorded giant ever measured more than 9½ feet. Hence this may be considered as the limit to which man may grow without becoming top-heavy and losing balance.

Before fingerprints made positive identification possible, criminals in some countries were branded on the forehead and both cheeks.

According to the latest reports of consumer income released by the Federal Reserve Board, 11 per cent of families in 1948 were in the "under \$1,000" income bracket, while 15 per cent had incomes of \$1,000 to \$1,999.

Plutarch says that the ancient Egyptians used to have a skeleton, mummy or skull at a feast to recall the dead and to remind the guests that life is short.

The first on-record-kidnapping for ransom occurred in the United States on July 1, 1874, in Germantown, Pa. Charles Ross, 4, was the victim and the kidnappers demanded by mail, the sum of \$20,000. All attempts to contact them failed and the child was never found.

A good barometer functions indoors as well as outdoors because houses, no matter how tightly built, always permit the free flow of air in and out through crevices, ventilators, chimneys, etc. Therefore, the air pressure is the same within as without except possibly for very slight differences for very short duration.

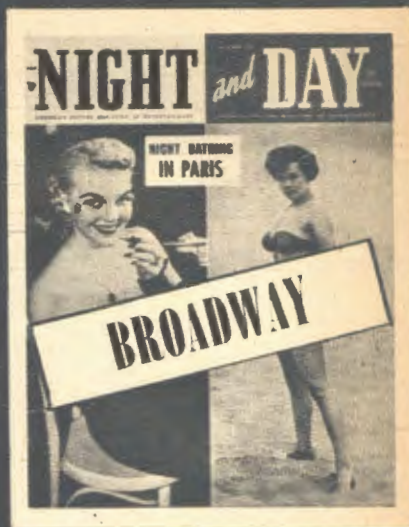
A recent report shows that San Francisco has 44 telephones for every 100 inhabitants. Washington, D. C. ranks second with 41. New York has 29 telephones per 100 persons. Almost two out of every three families in the United States have a telephone.

Robert Fulton and Samuel F. B. Morse were artists who forsook art for invention, the former to build a steamboat, and the latter to invent the telegraph. Fulton was a student in England of the noted painter, Benjamin West, until about 1793. Morse was a portrait painter, founder of the National Academy of Design.

The lowest relative humidity in the United States is found in the deserts of southern California and southwest Arizona. The average relative humidity at noon at Independence, California and Yuma, Arizona, is 25 per cent.

Amateur prospectors can now buy a pocket-size "sniffer" (Geiger counter) for about \$54.50. It operates on flashlight batteries and has ear-phones. Some Uranium has been found in the East and the Government is offering a \$10,000 bonus for a proved discovery.

Honey is now produced in flavors of strawberry, mint, lemon, pineapple, chocolate and maple, with appropriate color for each. The bees are fed, besides pollen, specially flavored foods and sugar-water syrup containing edible colors.



There's no business like show business and no one quite like a New York show girl. Opponents of this point of view should take it up with partisans of Joan Carter, who is distinguished by her charm and the freckles on her shoulders.



NEW FACE

ANA VAN ROVAART IS LATEST BEAUTY TO JOIN THE LATIN QUARTER'S CHORUS LINE.

THE advent of a new face on the Broadway scene is most often marked by nothing at all. The only hosannas registered are voiced by mamma and papa back in the old home town who hopefully believe that part of their investment is about to pay off. Usually they are wrong. New faces come and go, and are replaced by other faces equally pretty and equally unlikely to go anywhere. Sometimes, though, there is a little extra something about a girl's lovely face that rates a second thoughtful look, as here.



DELIGHTED GUEST gets a hug from Lee Sullivan, the show's regular singing star. Cy Coleman trio plays in background while her companions giggle gayly.



OFFICIAL DATE BOOK is surveyed by Ed Herlihy and show's producers. "Tavern" in Central Park is a cool, convenient place to spend the hour.

DATE IN MANHATTAN

EASTERN VERSION OF "BREAKFAST IN HOLLYWOOD" INVITES LADIES FOR FREE COFFEE AND CAKE, AND A CHANCE TO BE ON TV

ACCORDING to a recent survey, television has served a variety of useful purposes about the home. Besides keeping the family together it has proved an incentive to countless women, inspires them to get through housework faster in order not to miss a favorite program.

One of these favorites is a daily, sponsored by NBC and emanating from New York. Its name is "Date in Manhattan" and it features the sort of home-interest-type programs that women find helpful and amusing, gives local listeners a chance to get out to "Tavern on the Green" where the broadcast is held.

The day these photos were taken Ed Herlihy had as his guest a good-looking representative of the MacLevy reducing salons. Together they demonstrated the latest wonders of physical fitness to the delight of a capacity audience which gaped, ogled and tried to get into camera range.



CECILE LOMAN AND A HAPPILY BEWILDERED GUEST WATCH WHILE ED HERLIHY DEMONSTRATES HOW TO GET RID OF AN UNWANTED RUBBER TIRE. THE SHOW RUNS FROM 12 TO 1 P.M.



OOH, GRANNY, what a tiny waist-line you have. Clowning helps get advertising over painlessly. Each day "Date" entertains a different guest.





MARY O'FALLON and JOHN TYERS in "Arms and the Girl." Playing the lead, if only for two weeks, will be an added selling point for Mary when she goes after her next part. She was excellent in role.

LUCKY BREAK

RIISING STAR HAS HAD HER DOWNS, HOPES SHE IS NOW ON PERMANENT UP-GRADE.

MARY O'FALLON was born in Brooklyn, not far from Coney Island. As a youngster she chirped on children's programs as often as possible, studied at the Julliard School of Music when she grew up, and finally tried the theater directly. She played in "Finian's Rainbow" and in the New York Production of "Allegro." Then when the Theater Guild cast "Arms and the Girl" she got a small role but was made understudy to lead Nanette Fabray. When Nanette dropped out Mary took over, only to have the show close within two weeks.

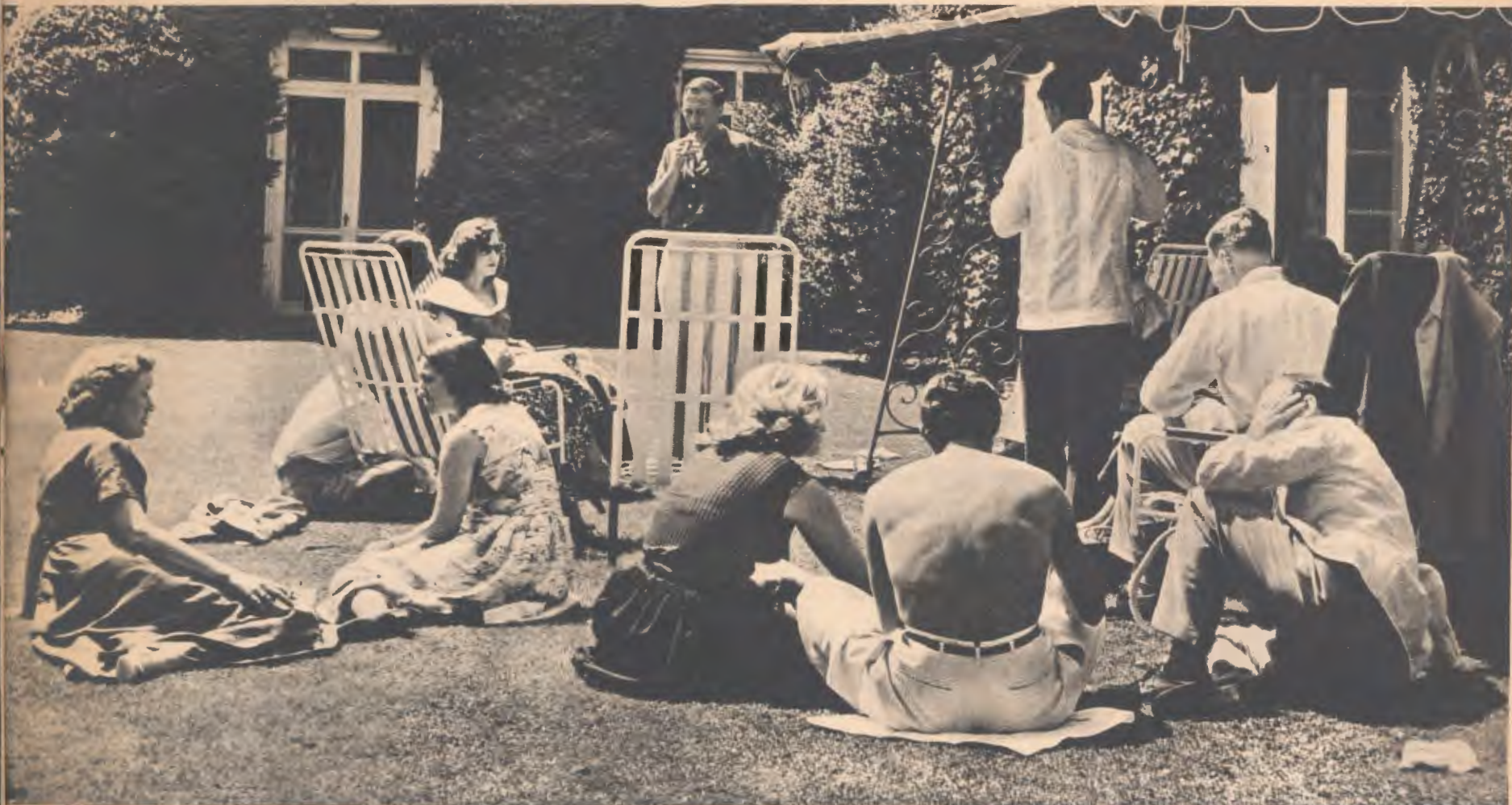
The following Sunday Mary went to a party which had been planned to celebrate her rise, found a group of influential people there to discuss the Abby Theater's new play. Meeting them gave a well-timed lift to her career, seemed an indication that fate is on her side.



BROTHER MARTIN, of Gilmore Academy, was at party arranging lecture with John B. Kennedy.



MARY played the fabulous gold piano at host Michael Grace's huge estate on Long Island.



MANY OF NEW YORK'S IMPORTANT THEATER PEOPLE CAME TO MARY'S PARTY. CONTACTS HELP ON BROADWAY AND YOUNG ACTRESSES ARE GLAD OF AN OPPORTUNITY TO MAKE THEM.



JOHN B. KENNEDY takes appraising look at Mary as they rest on the lawn as afternoon draws to a close. In spite of show's closing, party was a success.



KIBITZING a bridge game, Mary looks over shoulder of public relations counsellor, Greg Juarez. Greg works with such stars as Joan Caulfield.



WHY WOULD ANYONE want to run away to join a circus after seeing these pics? Obviously the deal is to run away and join ice show. Girl is Ann Purdy.



BUMPS are one of the hazards of trade. Bruce McAllister chuckles as Kay Stark comes a cropper. Show is called "Rhythm on Ice," was in Palm Springs.



CONGA LINE calls for skillful skating, is easy on the eyes. The Hotel Del Tahquitz, where shots were taken, has its own miniature skating rink.



THAT'S GEORGE, HIMSELF, giving Janis Moore the spin of her life in their specialty number based on the story of Santa Claus. Patrons eat this up.



HERE'S GEORGE, AGAIN. This time he's giving Kay Stark a rub-down between numbers. All of George's girls have looks as well as skating ability.



BLASÉ. The ubiquitous George stands ready to help in any way he can before second half of show; he is too busy to pay any attention to surroundings.



STEPHANIE (NO LAST NAME) DOES DOVE DANCE FOR EDIFICATION OF AUDUBON FOLLOWERS. A GOOD-NIGHT CLUB ADDS A TOUCH OF BROADWAY NO MATTER HOW FAR IT IS FROM NEW YORK.



The information provided by the photographer who supplied us with this picture is as follows, take it or leave it: Major, the boxing pony, spars with trainer Fred Pitkin in preparation for his hoped-for bout with Ezzard Charles.





BASEBALL: JR. DIVISION

**COMMUNITY ACTIVITY GIVES YOUNGSTERS
FIRST CRACK AT BIG-SCALE COMPETITION.**

IN 1939, Carl E. Stotz, a young Williamsport businessman, started a movement in his home city to provide boys twelve years of age and under an opportunity to play league baseball. This idea mushroomed so rapidly that Little League baseball groups have been organized over the nation. A league consists of four teams and there is no limit to the number of leagues in a community. It costs about \$200 a year per team to keep the boys in uniforms and equipment. The general practice in communities is to get a commercial or industrial firm to sponsor each team. The sponsor pays his money to the League treasury and the League officials do all the buying; in that way no one team can have fancier uniforms than any other. At season's end United States Rubber backs an expanded national tournament, paying all expenses of eight finalist teams from all sections.



OVER 4,000 ENTHUSIASTS witness the Little League World Series in Williamsport in August.



CARL STOTZ, founder of Little League Baseball, looks on as Ford Frick, National League President, congratulates captains of the two World Series finalist teams in Williamsport, Pa. ballpark during playoffs.




LEAGUE BOYS are surprisingly professional in their style of play despite the lack of finesse.



KID PLAYERS throw accurately, have pitchers who can break off curves, have long ball sluggers.



THROWS are generally directed at the right base although to be sure, there are bobbled grounders, wild pegs, and plenty of wild swinging. Base paths, foul lines, and pitching distances are scaled to kid size.

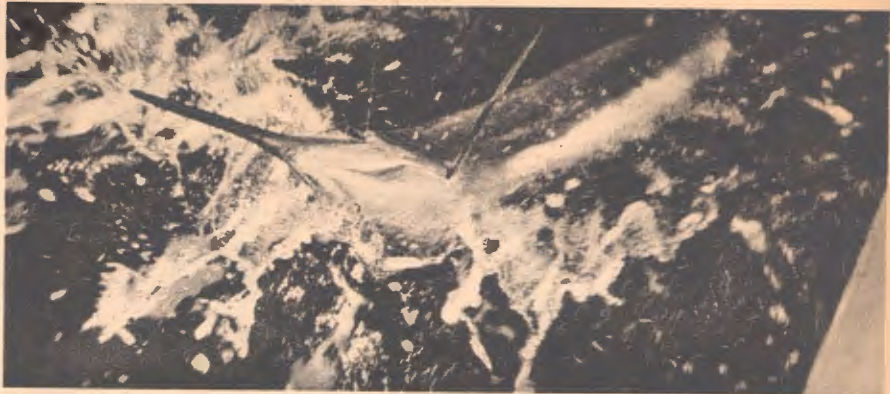


FISH STORY

GIRL RASSLES FISH IN A FIGHT TO FINISH,
BECOMES EXHAUSTED VICTOR.

STUART, Florida, has only one reason for its existence, according to ardent fishermen, and that's to provide lodging at night for muscle-weary sportsmen who have spent long hours off the coast in the best sailfishing waters in the United States.

The bout pictured here is typical, calls for skill and strength. After what may be hours, the sailfish, which has leaped and fought at the end of the line, is brought in over the side of the boat, leaving the angler proudly in need of linament.





QUARTERBACKS can do better than most chorines. Here QB Bob Waterfield winds up to throw one of passes that led to Rams' Western Division title.



FOUR STRAIGHT TITLES in the All-America went to Cleveland Browns, whose main reasons for success were field generalship, ball handling, passing of Otto Graham, shown on and run against Baltimore Colts. Graham was Big Ten's outstanding football and basketball star while at Northwestern Univ.



GREATEST? Johnny Lujack, with Sid Luckman. Rookie of Year in '48, Bears' entire offense last season, has brains, skill to become the QB of all time.



ONE-EYED Tommy Thompson, veteran Philadelphia quarterback, has sparked the hard-running Eagles to two straight National League titles.

NEW SUPERMEN

THE 1950 FOOTBALL SEASON AFFORDS AN OPPORTUNITY TO WATCH THEM IN ACTION.

OVER the past years football fans have watched the T formation and the emphasis on passing create a new kind of superman—the T Quarterback.

Fifteen years ago the quarterback was merely a field general who blocked along with everyone else; today he is far and away the most important man on the team. Besides calling signals he originates each play with his handoff—or he can fake the ball and run, or fade back and pass. And at the box-office his name is always the big attraction.

In pro ball he must have the brains to memorize each position's assignment for hundreds of plays against all types of defense; he must have exceptional coordination to carry out the now-you-see-it-now-you-don't ball handling and faking necessary in the T; he must have the skill and sharp eye to do all the passing; and he must have the refrigerated veins to do all these intricate maneuvers while being enveloped by a ton of onrushing opponents.

Few men possess these almost superhuman physical and mental abilities, and of the thousands of American youth who play football, only a half-dozen or so become the outstanding quarterbacks in the pro leagues. However, these elite of the gridiron are well rewarded; their salaries, between \$15,000 and \$25,000, are the highest in football, their fame and glory are the greatest, and the spotlight is always theirs.



VETERAN AND ROOKIE. Adrian Samuel Baugh, Redskins' chief since '37, holds most passing records in book, is now grooming Harry Gilmer to step into key T spot. Classic football joke concerns Baugh's arrival at Redskins' camp. When told to throw at receiver's eye, laconic Texan drawled, "Which eye?"



JACOBS ON TELEPHONE. Pro QBs talk to coaches in press-box to plan strategy. Pro elite even have colorful names; below, Yelberton Abraham Tittle.



WHAT PRICE GLORY? Glamor goes down drain when opposing linemen catch up with high-priced quarters. Giants' Conerly is cannon fodder here.



SOUTHPAW Frankie Albert of Frisco '49ers waged annual battle with Graham for title of best QB in A. A. conference, led Cinderella team decade ago.



"THE KID," George Ratterman, played seldom as second stringer to Lujack at Notre Dame, starred with Buffalo, rated best faker and ball handler.





CUTIE PUSS

OUR COVER GIRL HAS WASHED THE HENNA OUT OF HER HAIR AND DECIDED THAT AFTER ALL IT'S BEST TO TAKE IT EASY.

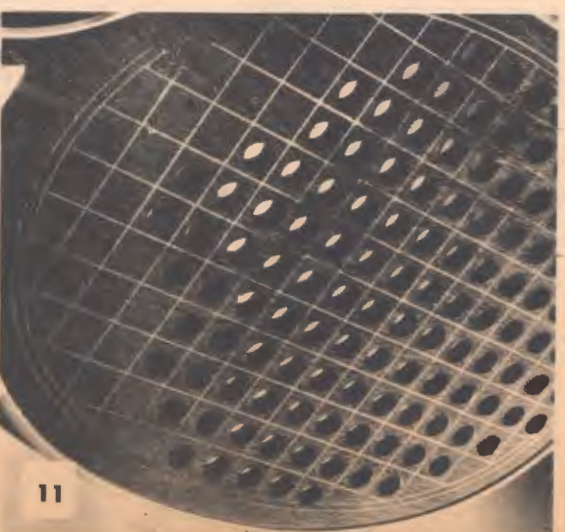
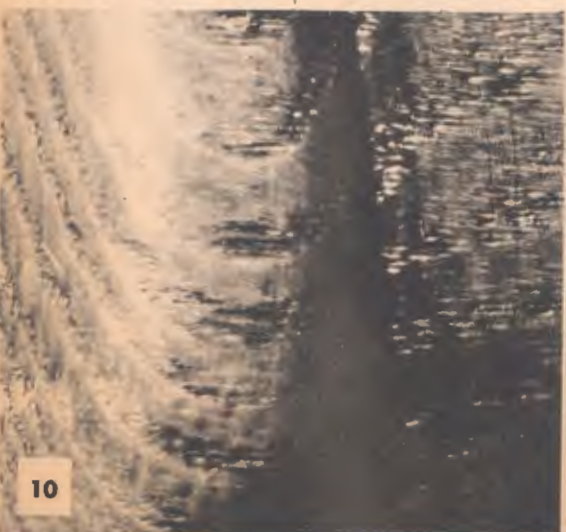
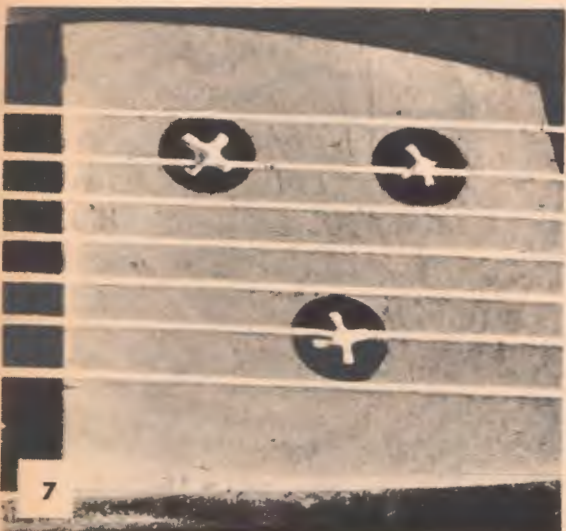
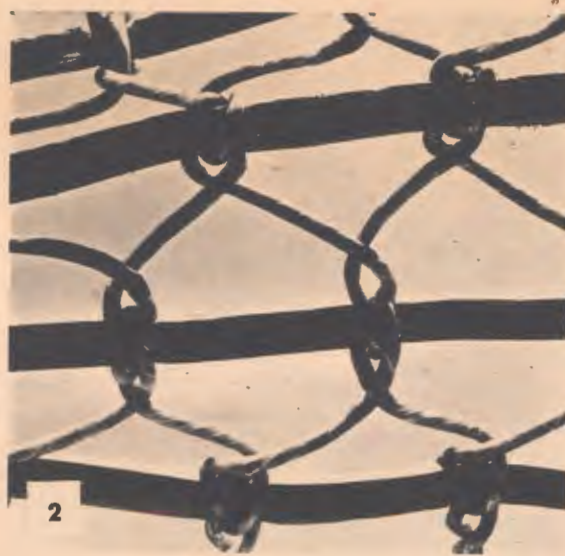
PROCRASTINATION may be the thief of time but unfortunately it's not the only one. In politics, red tape does a commendable job of cutting into man-hours; in industry, they are always hiring experts to figure out ways of saving the stuff; the schoolboy feels that time spent in classes is lost forever from the more important business of sports; and there is hardly anyone in the world, except perhaps the chronic insomniac, who hasn't at one time or another decided that time spent in the arms of Morpheus could more profitably be spent elsewhere.

It takes a simple picture, sometimes, to illustrate the folly of the practical man's ways. Here is a girl, Barbara Ostermann by name, who is doing positively nothing, and she's doing it in the middle of the afternoon when stout hearts should, according to the rules, be up and about their work. Anyone who would disturb the lady, however, is obviously a compulsive neurotic who would do well to sit down and relax for a while.



STICK QUIZ

Last month *NIGHT and DAY* asked its readers to identify a small portion of the balls used in the most popular sports. Response indicated you wanted more of the same. However, some major sports require just a ball and the player's own hands, so these sticks are more obscure and harder to place. Seven is par on this.



ANSWERS

1. Polo mallet
2. Lacrosse stick, segment of net section
3. Ping-pong paddle, face section
4. Hockey stick
5. Croquet mallet, seen from striking edge
6. Shuffle board stick, seen from striking edge
7. Golf club
8. Tennis racket, gut
9. Squash racket
10. Baseball bat
11. Paddle tennis board



MOVIE QUEEN

PASSAGE OF TIME MAY NOT AFFECT MOVIE PLOTS, STARS ARE NOT SO INVULNERABLE.

Even a full-time glamour girl can have a bad day although she has the constant inspiration of the big guns among the full-time glamour boys. Case in point is Rosalind Russell, looking not quite like her movie self, with Jimmy Stewart.



OLÉ

HOLLYWOOD STARLET HAS FINE TIME ACROSS THE BORDER, PROVIDES THE MEXICANS WITH SOME VERY PRETTY SCENERY.

Publicity trips are often arranged for young actresses whom agents think have a chance of going places, and local chambers of commerce are glad to cooperate. Diane Smith, a 22-year-old beauty who has an edge on the field because of her very pleasant singing voice, was recently packed off to Mexico where she managed to charm toreadors and tourists alike, succeeded in having a bull dedicated to her, and left the country with some top photos for her album and wonderful stories for 3-year-old son.





MEXICO is apt to offer all sorts of surprises to the visitor. Diane looks slightly startled as she rounds a bend and comes upon a local beachgoer.



INTRODUCTIONS to prominent toreadors and owner of the stadium where fights are held is comparable to dugout visit with leading baseball players.



EXCITEMENT is written plainly on Diane's face; bloody spectacle delighted her. Later, toreador dedicated dead bull to her, making whole day a success.



CROWDS in Mexico are devoted to bullfighting. Kids worship top fighters and hope to grow up like them. Diane and escort occupy the central box.



ESTABLISHED STAR Loretta Young radiates at Doug Fairbanks and his non-actress companion. Non-actresses have to compete with filmdom glamour.



ENGLISH ACTRESS Sara Churchill could never be taken for the home-grown brand of actress. Her moire dress oozes her background, class and breeding.

BY THEIR NECKLINES YE SHALL KNOW THEM

THE STATE OF HOLLYWOOD CLEAVAGE REVEALS STARS' STATUS.

By keeping his eyes open, an observer can place a Hollywoodian in his proper category—star or extra—if he pays attention to such details as model of cars, type of furs, etc. We have a method of our own, completely unscientific, and likely as not to be dead wrong. We offer it for what it's worth: By sticking up close to the chin or plunging low, a Hollywood neckline is an accurate barometer on the state of its wearer's career.



RHODA FLEMING is still making a name for herself, finds way to attract attention in low-cut.



WELL-KNOWN. Maureen O'Hara's bosom is known all over world from gowns. She can keep covered



FIRST LADY. Billie Burke still maintains fabulous beauty, has sense to appear in gowns of elegance.



PRACTICAL TOP is worn by Kaye Starr because she is in the role of performing artist. It combines off-the-shoulder appeal with a strong halter in case of an emergency as a result of singing gymnastics.



TYPE-CAST TOP is Ann Miller's choice. Lady is known around as a musical comedy star, finds it advisable to wear gown in keeping with that opinion, and happily looks well in her eye-filling selection.



FURTHER TYPE-CASTING is made by demure June Allyson, dressed in demure gown. This type dress is often deceptive. May be height of sophistication.



SWEET YOUNG THINGS. Donald O'Connor's wife and two friends. She plays sweetness straight. Other girls try variation in line with movie aspirations.



COMPLETELY DISPROVING THEORY is bedazzled Susan Hayward, who is a star, dresses like this in films and wears revealing gowns as she chooses.

SEEING AND HEARING

By ICON

Today I'm going to worry about the vestigial remnants of the past. Today we shall stroll down the corridors of expended time and view with thoughtful gravity the almost-discarded symbols of a dying culture. Today we shall talk about radio, and the men who lived and died by the code of radio.

Do you remember radio? Remember the tiny labyrinth of a primitive electrical circuit in the back of the cabinet? This mechanism was considered a miracle at the time that radio was invented. People used ear-phones in those days, and it's said that whole families would sit around the living rooms of their homes, attached to the set by pairs of wires, staring mutely at one another and mumbling devoutly the miraculous names of Marconi, de Forest, Fried Eisman and Atwater Kent. There was a time there when it looked as if the entire population of the United States would become over-specialized and grow electrical antennae, and if it were not for the invention of the loudspeaker, it is likely that to this day everyone in the class would have inherited a pair of black wires growing out of their ears, although when I look around at the faces gathered here before me I must admit that it wouldn't have made a hell of a lot of difference.

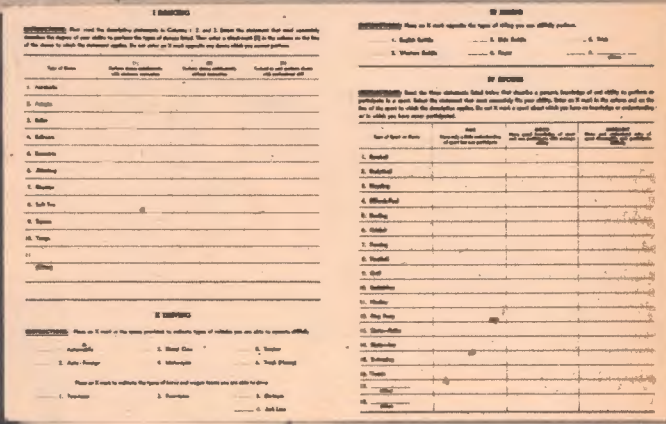
The sounds that came out of radio in those days were even more remarkable—and more primitive—than the instrument itself, and it is almost inconceivable to us who live in the present, where we can turn on our feelie set, that the entire population of a nation could have been captivated by them. I suppose that a few years from now some colleague of mine will be sneering at the feelies in much the same way that I am sneering at the radio set, but right now I can't imagine on what grounds. Why, only last night I had a half-hour feelie short-waved from Paris that. . . . Oh, well, never mind. Let's get back to the dull past.

The most outstanding program in radio was known as "The Cliquot Club Eskimos." It was so called because all of the performers on it were carbonated, although only about half of them were Eskimos. The best known members were Kate Smith, Eddie Cantor, Amos and Andy, Fred Allen and Lowell Thomas. It had as its announcer a man named Jack Benny. Each one of these performers was a marvel of his time. Eddie Cantor had the biggest eyes and the most daughters, Kate Smith weighed the most, Amos and Andy had the strangest dialects, and Lowell Thomas was a pure-bred Tibetan who made an annual trek to his native land. Jack Benny had the most money, and Fred Allen—well, since Fred Allen had a highly original and pungent sense of humor, he was eventually chained to the statue of Prometheus in Radio City for having dared to tell funny jokes on the radio. It didn't matter much to Fred because by then he tipped the scales at a mere one hundred and twenty-two pounds, twenty-two of which was ulcer, and all that he worried about was that his ulcer might eventually out-weigh him.

For many, many years this unusual and highly skilled group of mad-rigal singers enjoyed the gratitude and the bounties of a worshipful population. They were given villas and servants and herds of cattle and sheep. Thousands of little children would rush up to them waving little slips of paper on which they were asked to scribble their names. These slips of paper later became the foundation of the national currency. The vestals who collected them wore short, knitted garments around their ankles as a symbol of their vocation, and their society was known and respected throughout the land as the "Sodality of Bobby-Soxers."

The decline of these performers constitutes an unusual chapter in the history of our culture. It seems that at the very peak of their power and popularity they took into their guild a new man who showed promise, and when this promise showed signs of maturing he was made a centurion like the rest. Now, this man was at first not deemed a threat, for his talents, although promising, were modest enough. However, each year he displayed new talents. At first he was known as an announcer. No sooner did he become known as an announcer than he became also a teller of jokes. After he became a teller of jokes, he became a player of musical instruments, and then a singer, until, within the space of a few years, all the other performers had been thrust aside, leaving only one man to say all the words and tell all the jokes and play all the instruments and sing all the songs, and thus occurred the Gotterdaemmerung of the Cliquot Club Eskimos. It is reported that he stroked an instrument that was not unlike a lyre, a thing called a ukelele, and that he was named Godfrie. He was sunk by enemy gunfire while swimming about a hundred miles off the Azores sometime during the twentieth century.

That's all for today, kiddies. I'm going back to the feelies. Hope there's something cool on.



35



"IF THEY EVER NEED a lady pool player, I'm in." Pool sharks may suspect she's cheating a bit.



DANCING? Carolyn can do ballet satisfactorily with minimum instruction. Since every little item helps, Carolyn studies with Nico Charisse, ex-husband of Cyd Charisse. It keeps her in excellent trim.



BAREBACK or up on a saddle, Carolyn's Kansas training comes in handy. Few extras qualify here.



ATHLETIC SKILLS? Carolyn used to ice-skate quite a lot. Brushing up seems to be order of the day.



BOWLING is her favorite sport. For authentic movies, she'll have to keep her eye on the ball.



CAROLYN CAN ALWAYS AMUSE HERSELF on the guitar, if after all that she is still jobless. And perhaps there will be an opening for a cowgirl who can sing along opposite Gene Autry.



SEASON'S END

LAST CHANCE FOR FUN HOUSES APPROACHES.

All over America, a standard feature of the entertainment world is the amusement park. From early spring through late autumn, millions flock to the rides and fun houses they offer. In winter they travel south, but the largest one, at Coney Island, goes under wraps, and pretty girls like Annyse Sherman are safe till next year.



FROM "DICKIE DARE" to "Terry and the Pirates" to "Steve Canyon," every change brought new success to creator Caniff who appears justifiably proud.



DOE REDWOOD is posed by Camille Farrell, a tall, slender redhead from Boston. Doe has the sure beauty of a typical "take-care-of-myself" girl.

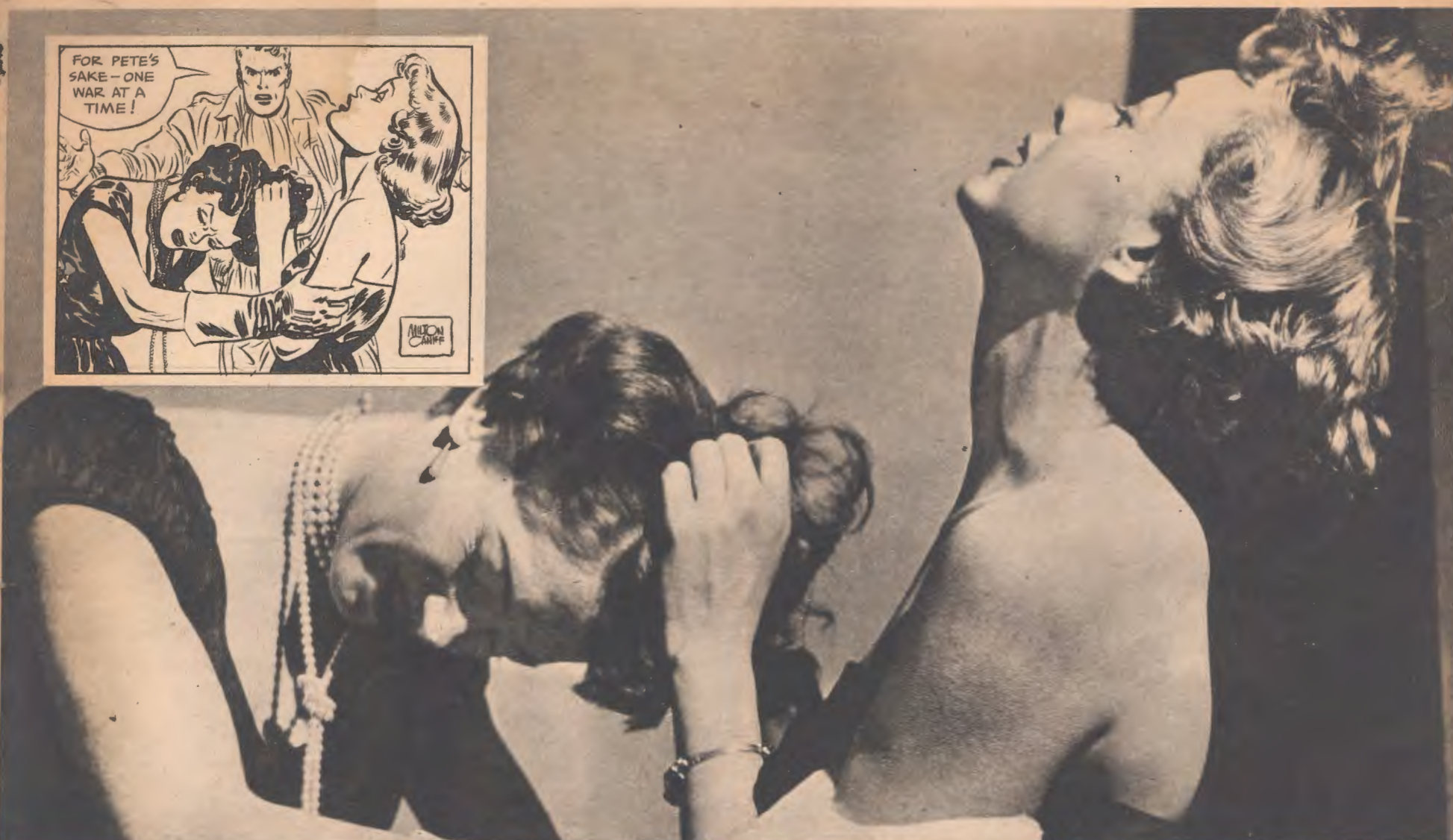
SEE YOU IN THE FUNNY PAPERS

STEVE CANYON'S FASCINATING COMPANIONS ARE NOT JUST THE FIGMENTS OF SOMEBODY'S LUCKY IMAGINATION.

Milton Caniff is, as any fool can plainly see, one of the two most highly regarded cartoonists in America. This has resulted in reams of copy about him, his former brain-child "Terry" and his three-year-old creation "Steve Canyon." There is hardly a member of the comic-reading public that is not intimately informed on Caniff's undergraduate days at Ohio State, his membership in Sigma Chi, his early awareness of the Japanese menace in China and his use of live models to aid him in his attempt to be as completely accurate as a comic-strip man can be. Still another article on Caniff would be madness if it weren't for his uncanny choice of models.



COPPER CALHOUN, who periodically crops up to complicate Steve's already highly involved existence, is drawn from Carol Ohmart, beauty contest queen.



SHOWING THE POSE AND THE FINISHED PRODUCT. DOE REDWOOD AND SUMMER SMITH BATTLE IT OUT OVER A MAN. IT'S STEVE AS USUAL WHO IS A CONSTANT LURE TO HANDSOME FEMALES.

SUMMER SMITH'S real-life counterpart is from Virginia. Her name is Dee Dye, which sounds just exactly as if Caniff made it up especially for her.



SNOWFLOWER, an Oriental princess, is Enid Shee Ansley, who is actually part Chinese, wife of an ex-G.I. and the mother of a year-old son.





A JEEP; painted with an authentic Chinese character, serves to pull the three girls around the Hudson River area where Caniff has his retreat.



FINISHING TOUCHES are applied by the master himself to Enid's costume. Caniff has a file with thousands of drawings of pertinent information.

BIG HELLO is exchanged by Milton and Camille. Caniff draws rapidly, girls find job a pleasure



AFTERNOON TEA helps things move easily. Mrs. Caniff was Milton's college sweetheart when he drew for the Ohio State College humor magazine back in the 1930s, hoped to become big-time cartoonist.



COPPER requires the most work for her model. Carol has to cover her own brows with make-up, draw on the accentuated arches of a femme fatale.



ENID can write with a brush, helps Milton when he wants Chinese writing to lend reality to a strip. Enid's family take up her time, models when free.





BEYOND WORDS

MODEL TESTS THE FLEXIBILITY OF THE LATEST
IN FRENCH-STYLE BATHING SUITS.

GOLDEN BOY

HOTEL OWNER'S SON ENTERS ENTERTAINMENT FIELD THE EASY WAY, THROUGH MARRIAGE.

CONRAD HILTON, Jr., was born with a silver spoon in his mouth, and if the spoon was marked with the initials of the Palmer House Hotel it wasn't because daddy swiped it after a convention in Chicago; it was because daddy owned the Palmer House, along with some of the best hotels in the country.

This alone set Conrad off from the other little boys on the block, but he was set still farther from the lives of the less lucky last spring when he married one of the most beautiful girls in the world (if not one of its greatest actresses), Elizabeth Taylor.

The new figure on the edge of the world of showdom prepared for life like anyone else, however, spent a grueling session in Switzerland studying hotel business from kitchen up. Now, prepared to cope with any emergency, from a watery stew to a walkout among the chambermaids, Nicky can be a millionaire who earns his keep, won't be known as Mr. Taylor.



PREPARING FOR MARRIAGE as well as hotel-owning. Nick will be carving a roast with the best.



LAUSANNE, SWITZERLAND, is the scene of the famous University of Hotelmen. Conrad, Sr. felt his son would be able to take over business only if he thoroughly understood the problems of employees.



STUDYING AFTER HOURS. When these pictures were taken, Hilton didn't know he'd soon have the responsibilities of a family man, felt his only obligations were to the public who stop at his hotels.





HELPING HAND. Dripping and cool after a steamy day, young couple dries off, will swim again.

HOT NIGHT IN PARIS

BANKS OF THE SEINE WITNESS MIDNIGHT SWIMMING PARTIES IN BROILING SUMMER.

LAST summer, visitors in France found themselves in a city filled with people, who looked very unlike they were clothed by Jacques Fath or Mme. Schiaparelli; often asked where was the Paris they had read about. The fashionable sections are deserted; the wealthy are sunning themselves on the Riviera. They were told that in the summer the only people you can find in Paris are American tourists.

But the legend of the empty city is a false one. Thousands of students and working families, the people whose clothes are not so smart as fashion magazines pretend, spend the hot, humid months in the city, keeping shutters closed against the sweltering air, and often at night going down to the river for a frosty moonlit dip.



FASHION PHOTOS to the contrary, most of these young people have disavowed the bikini suit in favor of something more serviceable. The boys' suits are the briefest. Only light is from the moon.

ALLEZ-OOP! Pretty blonde having attained the high bank turns around to assist her companion who has less of the mountain goat in her. Gangs of youths dot the river's edge on typical night.





READ FOR YOURSELF

How To Date A Girl
How To Interest Her
in You
How To Win Her Love
How To Express Your
Love
How To "Make Up"
With Her
How To Have "Per-
sonality"
How To Look Your
Best
How Not To Offend
How To Be Good-
Mannered
How To Overcome
"Inferiority"
How To Hold Her
Love
How To Show Her A
Good Time

AND MORE
VALUABLE PAGES!

Women are funny—you never know whether you're making the right move or not. Avoid disappointment, heart-break! Save yourself lots of tragedy. Don't be a Faux pas! Read **HOW TO GET ALONG WITH GIRLS** and discover for yourself the ABC and XYZ of successful strategy. Put psychology to work. No more clumsy mistakes for you—get the real McCoy on how to deal with women in this amazing handbook.



SEND NO MONEY!

FREE five days' examination of this book is offered to you if you send the coupon today! We will ship you your copy by return mail, in plain wrapper. If not delighted with results, after reading book, return it in 5 days and your money will be refunded. Stravon Publishers, New York.

MAIL COUPON TODAY!

Stravon Publishers, Dept. D-9010
113 W. 57th St., New York City

Send **HOW TO GET ALONG WITH GIRLS**

in plain wrapper.

☐ I enclose 98¢

☐ Send c.o.d. and I will pay postman

If not delighted I may return it in 5 days and get my money back.

NAME.....

ADDRESS.....

CITY.....STATE.....

CHRONOGRAPH WRIST WATCH

Lifetime Guarantee
(EXCLUSIVE OF PARTS)



3 DIALS
5 HANDS
2 BUTTONS

\$7.90

Plus Tax

Multi-purpose watch that measures distance, speed, time, moving objects. Used as Stop Watch or Timepiece. Has Sweep-Second Hand for full 60 Second count. Second Dial records up to 45 minutes. Third Dial then records up to 6 hours.

INDEPENDENT MOVEMENTS

For sportsmen, professional men and women—timekeeper works when other hands and dials are stopped—separate movements permit dual use at same time.

RUGGED CONSTRUCTION

Precision workmanship and shock resistant features are added to enhance the value of this watch. Sold everywhere for as high as \$17.00. Our low introductory price is only \$7.90 plus 10% tax. (Total \$8.69.) Send check or money order and we repay postage. Or sent C. O. D. plus charges. LIMITED STOCK!

MARDO SALES CO., 480 Lexington Ave.
Dept. C-124 N. Y. 17, N. Y.



12 1/2 MILE
2 RANGE

IMPORTED BINOCULARS

Guaranteed perfect precision ground lenses. Triple power 12 1/2 mile range. Sturdy construction. Focus is adjustable to your own eye-strength. Thirty-Millimeter objective. EXTRA-DUCTORY OFFER. ONLY \$1.49 (sold for much higher). 10 day money-back guarantee. SEND CHECK or MONEY ORDER FOR \$1.49 and we pay postage. Or sent C. O. D. and you pay postage charges.

(De Luxe Model, 35mm Objective, Only \$3.99)

MARDO SALES CO.

480 Lexington Ave., Dept. B124 New York, N. Y.

14K GOLD PLATED CHRONOGRAPH WRIST WATCH

(De Luxe Model)



LOWEST MARKET PRICE \$7.25

Sweep Second Hand; Precision Workmanship; Rugged Shock-resistant case; Radium hands and numerals; Leather strap. It measures distance, speed of cars, planes, horses and other moving objects. It's a time keeper, stop watch, telemeter, tachometer. ONE YEAR WRITTEN GUARANTEE and full operating instructions enclosed with each watch. SEND NO MONEY. Mail your order today. Pay postman \$7.25 plus 10% Federal tax. Total \$8.00 plus postage. Or send cash (money order or check) with your order and save postage charges.

MARDO SALES CO., Dept. M-124

480 LEXINGTON AVE., NEW YORK 17, N. Y.



GAMES of the "Ring-Around-Rosie" variety are great favorites, help in keeping close tabs on companions in the dark.



MAMA, may I go out to swim? Darling daughters hang clothes over available branch and dive in.



WATER IS DEEP ENOUGH for shallow dives, not so high that people can't stand up in spots. Many of these kids work in the daytime, can't take the time to cool off in the heat of the day, have to depend on evenings.



OH, MURDER!

NOTORIOUS WORLD CRIMES

No. 15



THE IDELLA THOMPSON CASE

Down in Mississippi, a woman nearing fifty—the mother of a fine daughter, and a descendant of one of the old families of the South—is starting a life sentence in prison for the murder of her mother. At best, she will have to serve many years before she is eligible for a parole, and when she gets out, if ever, she will be old and bitter and broken. There are many persons in and around Greenville, Mississippi, asking the question: "Is Ruth Dickens guilty?" The State Supreme Court upheld the

verdict of the jury, and as far as the courts and the police are concerned, there is no doubt about Mrs. Dickens' guilt. But several questions remain in the minds of the public in Greenville. If the lie detector is used and accepted by most police departments, why didn't it show Mrs. Dickens was lying when she told her story? Then, where is a logical, sensible motive, which some say the state never established? These are the puzzling questions which many feel were not answered by the state investigation.



IDELLA THOMPSON, the mother, lived in this modern home in the exclusive section of Deerfoot Drive near Greenville. She was a small and wizened old lady who still imagined she lived in the days of the old South when her wealthy ancestors owned vast acres and lived like feudal lords. She had a violent, trigger-quick temper, and she was constantly fighting with her help. Mrs. Thompson's health wasn't good, and on November 17, 1949, Mrs. Dickens, the one daughter who took care of her, brought her home from hospital. Mrs. Dickens couldn't remain with her mother because her daughter was ill, but returned at three o'clock.



MRS. DICKENS' STORY about what she found was told in a forthright and frank way, although the story is complicated. She said that when she entered the rear door, she saw her mother's body lying halfway in the bathroom in a large pool of blood, but before she could get to it, she was attacked by a man.

The first intimation the outside public had that anything had happened at the Thompson home was a phone call by Mrs. Dickens to the Witte Hospital where Mrs. Thompson had been a patient. Mrs. Dickens asked to talk to Doctor Bunt Witte, son of the elderly Doctor K. L. Witte, brother-in-law of Idella Thompson. Mrs. Mason said the doctor was in surgery. Mrs. Dickens hung up, but called back a moment later and asked for another doctor who was away. Then Mrs. Dickens asked for the older Doctor Witte, who drove at once to the Thompson home. The doctor said that Mrs. Thompson's body was lying in the bathroom, on its stomach, her head crushed. He also said that Mrs. Dickens was covered with blood and her left arm was swollen. She told him that as she walked into the house, she saw a man attacking her mother. The man leaped at her, hitting her over the head with pruning shears. Struggling, she got the shears from his hand, and he ran out the back door. She described the attacker as medium sized, thin face and thin lips, very dark of complexion, probably a Negro. Chief of Police Frank T. Aldridge was the first officer to arrive. The bathroom floor was covered with blood and on the hall floor were large spots of red. Outside were several stains and it looked as if a body had been dragged across the porch and into the hallway. Examination of the steps leading from the porch to the backyard failed to produce any bloodstains left behind by a fleeing killer. Chief of Police C. A. Hollingsworth of Greenville, a graduate of the FBI, arrived at the house. He believed the fight had started on the porch and ended in the bathroom. Autopsy showed Mrs. Thompson received 150 blows, most after death.

Buy
U. S.
Savings Bonds
Now

Men! appear
slimmer
instantly! Check these
7 ways that **COMMANDER**
can help you feel better—
look younger

TAKES IN WAIST LINE • MAKES CLOTHES LOOK SWELL
HOLDS BACK TOGETHER • FLATTENS BULGING FRONT
LEVELS FLABBY MIDSECTION • IDEAL FOR ALL SPORTS
DETACHABLE CROTCH PIECE FOR MALE SUPPORT



Bumps, bulges, Protruding
big "corpora- stomach pushed
tion", sloppy back in. Front
appearance, pot level. Waist
belly, clothes line evened out.
looked awful. Clothes look
Looked ten years and feel swell.
older.

**INTERLOCKING HANDS
OF FIRM SUPPORT**

Make this test: Clasp
hands across abdomen as
shown. Press up and in.
Feel good? That's how
you'll feel with the
COMMANDER. No buck-
les, straps, laces. Change-
able Crotch piece.

Mail Coupon Today!

**NOW Only \$2.98
10 DAY TRIAL OFFER!**

SEND NO MONEY! See the
amazing difference with your
own eyes. Try **COMMANDER**
at our expense. Sent in Plain
Wrapper by Return Mail. 10-
DAY MONEY BACK GUAR-
ANTEE! Don't wait! Act NOW!

*Trade Mark Reg. U.S. Patent Office

WARD GREEN CO., Dept. H-10
113 West 57th Street, New York 19, N. Y.

Rush **COMMANDER** on approval in Plain Wrapper.
I'll pay postman \$2.98 plus postage. If not delighted
with results, I may return in 10 days for immediate
refund. (Special Large Sizes 48 to 60—\$3.98.)
WAIST MEASURE.....

Name

Address

City Zone State

☐ I enclose \$2.98 (or \$3.98 for sizes 48 to 60). You
pay postage.

☐ Also send.....extra detachable crotch pieces
(75c each, 3 for \$2.00).



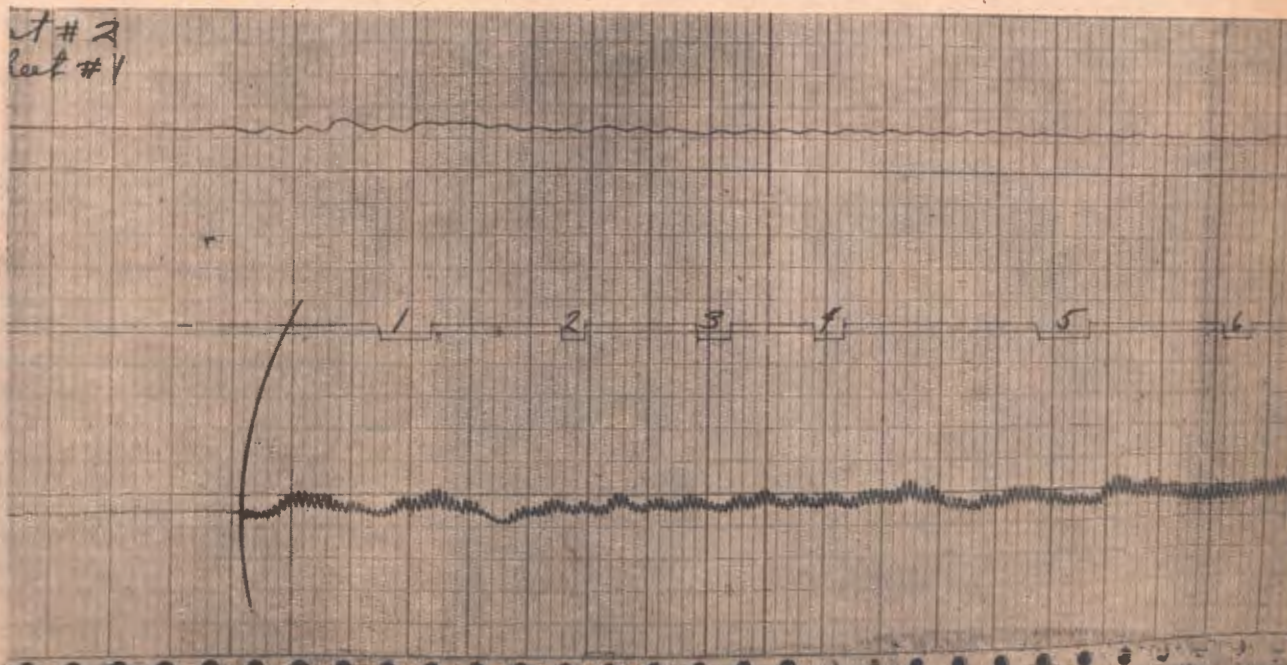
MRS. DICKENS said she left pruning shears (above) with
her mother. Failure to locate any Negro seen near Thompson
home caused suspicion against Mrs. Dickens and her fantastic
story. When a check for \$600.00 payable to Mrs. Thompson
was found on Mrs. Dickens, this was taken as motive as it
was known Mrs. Dickens needed money to run her farms.



CHIEF OF POLICE ALDRIDGE, assisted by Ed Blue, State Po-
lice investigator, had blood hounds brought to the home.
They didn't pick up any trail. Myrtle Deyers, telephone
operator, said Mrs. Dickens hung up on her first call to the
hospital. Mrs. Dickens denied this, saying connection was cut.
In hands of murdered woman were found hairs and fingernails.



SHERIFF HUGH FOOTE, (above) had hairs and
fingernails sent to laboratory. The hairs came from
Mrs. Thompson and the fingernails from a woman's
finger. One of Mrs. Dickens' fingernails was broken.
Mrs. Ben Walker told about calling Mrs. Thomp-
son the telephone and not getting any answer



MOST MARKED DISCREPANCY in Mrs. Dickens' story was that the man was attacking her mother when she
walked into the house, yet Doctor Witte said rigor mortis was setting in on body of murdered woman when he got
there seven minutes later. This meant that Mrs. Thompson had been dead at least two hours before Mrs. Dickens
called for aid. Suspicion gained momentum, and Mrs. Dickens and her husband requested conference with police.
The husband claimed his mother-in-law's temper often got her in arguments with boys stealing from her orchard
and this was probably what happened. Mrs. Dickens took a lie detector test; its chart showed she was telling truth.



A WEEK LATER, the Grand Jury indicted Mrs. Dickens for first-degree murder and she was locked up in a cell. Her trial was one of the sensational events of the South. The state contended Mrs. Dickens murdered her mother in an argument over the \$600.00 check. Mrs. Dickens' defense was that she had walked in when her mother was being attacked and got beaten herself. But jury found her guilty of murder in the first degree.



MEMBER OF THE JURY (above) said evidence that her mother had been dead two hours when Mrs. Dickens called for help was fact that influenced their verdict. They were not impressed by the lie detector test: The State Supreme Court upheld the verdict, and Mrs. Dickens was taken to the state prison to start serving her sentence of life imprisonment. However, the public still wonders about certain seemingly unreasonable aspects of case.

EYE GLASSES BY MAIL

BUY FROM THE OLDEST ESTABLISHED FIRM IN THE U.S. NOW OFFERING THIS KIND OF SERVICE

Choice of the latest styles. Remarkably low prices. Satisfaction guaranteed or money back.

NAME _____
ADDRESS _____
CITY _____ STATE _____ DEPT _____

ADVANCE SPECTACLE CO.

537 S. Dearborn, Dept. TEB-1, Chicago 5, Ill.

As Low As

\$1.95

FREE
Eye Glass
CLOTH
with
Inquiry

16 DAYS TRIAL

SEND NO MONEY

Fill out coupon for FREE catalogue or penny post card will do.

DEALERS WANTED

START A BUSINESS ON A SHOE-STRING

OUR MONEY-MAKING MAIL ORDER FORMULA SHOWS HOW!

There is No Business Like MAIL ORDER

It is easy to get into this wonderful business. You can start on a shoe-string; no office or fancy front needed—operate right from home. And you don't have to quit your job to get started. The mailman is your salesman and delivery clerk. All you need is an idea and the know-how; and these we will give you in our amazing book, "How To Start Your Own Mail Order Business".

Every Step Described

"How To Start Your Own Mail Order Business" takes the mystery out of making money by mail. By just following the step-by-step instructions, you can start immediately. The book describes how to select the item you are going to sell, where to get it, how to reach the buying customer, how to fill the order, what records to keep, how to make your customer a steady repeat buyer. Hundreds of other important facts necessary to make mail order pay are also included.

If you came to us for personal guidance, our fee would be a minimum of \$500.00, but the same information is yours in this manual for only \$1.98. You risk nothing—if you are not satisfied with results, return the book and the purchase price will be refunded. Stravon Publishers, 113 West 57th St., New York 19, N. Y.

How to Start
YOUR OWN
MAIL ORDER
BUSINESS

Send No Money

Examine 10 DAYS FREE

STRAVON PUBLISHERS, DEPT. T-710
113 West 57th St., New York 19, N. Y.

Send "How To Start Your Own Mail Order Business" in plain wrapper on 10-day trial. If not pleased, I get my purchase price refunded at once.

☐ Send C.O.D. I'll pay postman only \$1.98 plus postage.

☐ I enclose \$1.98. You pay all postage.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Canada & Foreign, no C.O.D.'s. Send \$2.50.

SAVE FOR YOUR INDEPENDENCE
BUY U.S. SAVINGS BONDS

Man's or Lady's Jeweled WRIST WATCH

FREE of any extra cost —



Genuine imported Swiss built by master craftsmen. Matching wrist band. Yours FREE of extra cost when you order and pay for exquisite simulated 12 DIAMOND Sweetheart Set on new Combination Offer. Brilliant, fiery, sparkling 1/2 Carat stone set in Genuine 1/30-14K yellow Rolled GOLD Plate. 11 blazing smaller stones. NOW! Easy 2-PAYMENT PLAN! SEND NO MONEY! Pay postman \$3 plus postage and tax. Second \$3 payment any time at your convenience within one year. (Set complete \$6) **MONEY BACK GUARANTEE** if not delighted. Send TODAY!

GOLDCRAFT, Dept. 3210 Birmingham 1, Ala.

Rush my order ON APPROVAL by Return Mail. I'll pay postman \$3 plus postage and tax. 10 DAY MONEY BACK GUARANTEE if not delighted. I may pay the \$3 balance any time within one year. I enclose piece of paper or string for ring size. I am to receive my ☐ MAN'S ☐ LADY'S watch FREE of extra cost for prompt payment on Combination Offer.

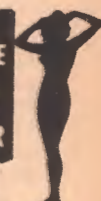
Name _____

Address _____

City _____ State _____

☐ I enclose \$3. You pay postage.

REDUCE AT HOME KEEP SLIM WITH ELECTRIC SPOT REDUCER



TAKE OFF UGLY FAT!

KEEP SLIM and trim without risking health. Use this remarkable new invention to enjoy the benefits of relaxing, soothing massage in the privacy of your home! Be your own masseur — simply plug in the Spot Reducer, grasp the handle and apply over most any part of the body. Regain your graceful figure as you break down fatty tissue. Use Spot Reducer to help relieve those aches and pains, that can be eased with massage.

U.L. APPROVED
AC 110 VOLTS

10 DAY FREE TRIAL IN YOUR HOME

SEND NO MONEY. Mail this coupon for your Spot Reducer on approval. Upon arrival deposit only \$9.95 plus delivery with mailman or send \$9.95 now and we prepay delivery charges. Use it 10 days in your own home. If not delighted return for full purchase price refund. Don't delay—order today!

SPOT REDUCER CO. Dept. E73
1025-A BROAD STREET, NEWARK, N. J.

☐ Enclosed find \$9.95 for which please send prepaid the Spot Reducer. If not delighted I may return it within 10 days for prompt refund of full purchase price.

☐ Send C.O.D. On arrival I will pay postman \$9.95 plus postage and handling.

Name _____

Address _____

City _____ State _____

Bed Manners

Men and women "are bed animals," say the authors, and proceed to prove it with the friskiest discussion of nighttime intimacies you have ever read! Full of roguish, devilish wit that will keep you laughing from cover to cover. For the strangest adventure of all is to find yourself locked in a bedroom with someone of the opposite sex with whom you are required to go to bed and get up for thousands of nights. This is called marriage. It may have just happened to you or it may happen just when you least expect it and are least prepared. But whatever your marital state, you'll want to send for this hilarious book of Bediquette for married people today!

Now selling in its 12th Edition - Millions of readers can't be wrong!

CLEVER GIFT FOR BRIDES AND GROOMS

Only \$1.98 postpaid! Money-back guarantee if you are not delighted!

247 riotous pages!

How to be well-bed in 37 sparkling, wise-cracking chapters.

Full of devilish illustrations.

Now in one volume:

BED MANNERS and BETTER BED MANNERS

by Dr. Ralph Y. Hopton and Anne Balliol with illustrations by John Groth

Rip off the coupon and mail it now! It's worth ten times the amount as a gag for friend wife or husband—for their secret little foibles are all here! 37 hilarious chapters include dissertations on "How to Get Undressed," "A Short History of Bed Manners" (the early French had some peculiar ones!), "Berth Control in the Sleeping Car," and "The Seven Great Problems of Marriage."

Act Quickly and Get This Rare, Witty, Two-Books-in-One Volume by Return Mail!

ONLY \$1.98 POSTPAID



ARDEN BOOK CO., Publishers, Dept. P-100 386 Fourth Ave., New York 16, N. Y.

Rush me my copy of BED MANNERS. It'll delight or my money back in five days.

☐ I enclose \$1.98. Send it postpaid.

☐ Send C.O.D. I'll pay \$1.98 plus postage.

Name.....

Address.....

City and State.....

C.O.D. in U. S. only. Foreign, send \$1.98 in U. S. Funds or payable in U. S.



DON'T MISS...

Hot Eyes by JOHN HERSEY

Birth Of A Horse!

Baseball's Weakest Link

Pregnancy Is No Accident

in the New

Liberty

ON SALE OCTOBER



CLARA LANE
and her
Unusual Enterprise

From an Interesting Article by a Well-Known Authority:

"It is high time we had a reliable organization to which all unmarried people could write for legitimate leads. Too many oldsters snicker when one mentions this important problem. Our entire nation, however, depends on happy homes. We need professional organizations, introducing men and women of similar ages, tastes and cultural backgrounds for the purpose of life-long friendships."

Twelve years ago I started opening the CLARA LANE FRIENDSHIP CENTERS as fast as it was possible and really it is "big business" today. I wish other enterprising people of stability with a few thousand dollars would write to me as to how they too can operate a friendship center.

I have been told that I have one of America's strangest large business enterprises. Sometimes I am called a "marriage broker" though I don't like the expression. What I do is introduce people who are interested in making enduring friendships. Altogether in the past 10 years I have introduced more than 100,000 people.

"Cupid Is My Business"

PILLARS OF MARRIAGE

Success in marriage, Miss Lane says, is based on the following four pillars:

1. The two people involved must feel a deep need for each other.
2. They must respect each other as persons.
3. They must have congenial tastes and ideals so that they can achieve a lasting companionship.
4. They must be determined to make their marriage work.

With these four pillars to build on, says Miss Lane, deep and abiding love is bound to flourish.

A special service available for those who live outside the area of any of my "Friendship Centers." I can help you no matter where you reside. . . . Write to me personally. I have members in every state of the union. . . . My service is available to unattached persons. . . . "young, old, rich or poor." Write to me today.

CLARA LANE

FRIENDSHIP CENTERS

Open Daily-Sunday 12 to 8

Phone LUXemburg 2-2617

New York, Phila., Newark, Washington, D. C., Chicago, St. Louis, Denver, Phoenix, San Diego, Long Beach, Hollywood, Los Angeles, San Francisco, Sacramento, Fresno, and others under construction.

Interested parties wishing to operate friendship centers in any part of the United States, write to Clara Lane.

CLARA LANE Friendship Center
58 West 47th St. in Hotel Westworth,
New York 19, N. Y.:

Enclosed find self-addressed envelope. Please send me information and booklet "How to Make Friends."

NAME.....

Street and No.

Town..... State..... N

RICHARD PRENTICE ETTINGER, PRESIDENT, PRENTICE-HALL, INC.

invites you to accept

for **FREE** inspection—a copy of:

a remarkable story of sales achievement

"HOW I RAISED MYSELF FROM FAILURE TO SUCCESS IN SELLING"

by Frank Bettger



You have never seen a book like this before! It is Frank Bettger's personal story of how he rose from penniless failure to become one of the highest paid salesmen in America today. He tells how any salesman can double or treble his income—turn disappointments into triumphs—close a greater percentage of sales—make more sales calls each day. He gives precise directions on how to *multiply your earning power* with the down-to-earth ideas and practical sales techniques he discovered. Take a look at these first-time-in-print topics:

How One Idea Multiplied My Income and Happiness

This Idea Put Me Back Into Selling After I Had Quit

One Thing I Did That Helped Me Destroy the Biggest Enemy I Ever Had to Face

The Only Way I Could Get Myself Organized

The Biggest Lesson I Ever Learned About Creating Confidence

How to Get Kicked Out!

I Became More Welcome Everywhere When I Did This

An Idea That Helped Me Get Into the "Major Leagues"

The Biggest Reason Why Salesmen Lose Business

A \$250,000 Sale in 15 Minutes

This Interview Taught Me How to Overcome My Fear of Approaching Big Men

How I Learned to Find the Most Important Reason Why A Man Should Buy

The Most Important Word I Have Found in Selling

How I Find the Hidden Objection The Secret of Making Appointments

How I Learned to Outsmart Secretaries and Switchboard Operators

How to Let the Customer Help You Make the Sale

Seven Rules I Use in Closing the Sale

An Amazing Closing Technique I Learned From A Master Salesman

"Accept this volume for five days' reading, without cost or obligation. Of all books on salesmanship, this is the most remarkable one I've read in all my years of business experience. It is salesmaking dynamite!"

—Richard Prentice Ettinger



Eddie Rickenbacker, President, Eastern Airlines, says:

"It has stimulated our entire sales force. I have never seen anything that has caused more enthusiastic comment from our entire sales organization."



Zenn Kaufmann, Merchandising Director, Philip Morris & Co., Ltd., says:

"A swell job . . . should be helpful to anyone who is interested in selling—and that covers most of us."

George R. Wallace, President, Fitchburg Paper Company, says: "If I couldn't get another copy I wouldn't give mine up for thousands of dollars. I don't know of anything I could have used with our salesmen that could have done more for their development and success in sales."

James H. Barrett, Murray Corporation of America, Detroit, Michigan, says: "Exceedingly easy to read. It would be hard to equal the value of the book to anyone in the sales field."

L. H. Shingle, President, Shingle Leather Company, says: "The most practical and useful book on selling I have ever seen."



Dale Carnegie says: "I would gladly have walked from Chicago to New York to get a copy of this book, if it had been available when I started out to sell."



Robert Stone, Vice President, National Research Bureau, says: "One of the best books ever written on selling. Send me another copy right away—I want to give it to a friend. This book should triple his income in three months."

"I met Frank Bettger when he was 29 years of age, trying to sell life insurance, and was a total failure as a salesman. Yet during the next twelve years, he made enough money to purchase a \$70,000 country estate, and could have retired at forty! I know. I saw it happen. I saw him rise from a total failure to one of the most successful and highest paid salesmen in America."

SEND NO MONEY — READ IT 5 DAYS FREE

It costs you nothing to see for yourself how this remarkable book can help *you*. Simply mail the coupon at right to get your free-examination copy. Keep the book for 5 days. Then, either return it without obligation, or remit the purchase price of \$3.95. Either way—whether you keep the book or return it—Frank Bettger's ideas and sales-making discoveries will give you an exciting experience that may revolutionize your entire life. Send the coupon at right to get your copy *now*.

FREE EXAMINATION COUPON Fill in and Mail Today

Prentice-Hall, Inc., Dept. M-NDG-50
70 Fifth Avenue, New York 11, N. Y.

Without obligation, please send me for 5 DAYS' FREE EXAMINATION, a copy of "How I Raised Myself From Failure to Success in Selling," by Frank Bettger. At the end of five days, I will either remit \$3.95 plus a few cents postage, in full payment, or I will send the book back to you and owe nothing.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____



Will You Let Me PROVE I Can Make YOU a New Man?



LET ME START SHOWING RESULTS FOR YOU

5 inches of new Muscle

"My arms increased 1 1/2", chest 2 1/2", forearm 7/8". — C. S., W. Va.

What a difference!

"Have put 3 1/2" on chest (normal) and 2 1/2" expanded." — F. S., N. Y.

Here's what ATLAS did for ME!

John Jacobs BEFORE **John Jacobs AFTER**

For quick results I recommend CHARLES ATLAS

"Am sending snapshot showing wonderful progress." — W. G., N. J.

GAINED 29 POUNDS

"When I started, weighed only 141. Now 170." — T. K., N. Y.

CHARLES ATLAS

Awarded the title of "The World's Most Perfectly Developed Man" in international contest—in competition with ALL men who would consent to appear against him.

This is not a studio picture but an actual snapshot.

Here's What Only 15 Minutes a Day Can Do For You

I DON'T care how old or young you are or how ashamed I of your present physical condition you may be. If you can simply raise your arm and flex it I can add SOLID MUSCLE to your biceps—yes on each arm—in double-quick time! Only 15 minutes a day—right in your own home—is all the time I ask of you! And there's no cost if I fail.

I can broaden your shoulders, strengthen your back, develop your whole muscular system INSIDE and OUTSIDE! I can add inches to your chest, give you a vise-like grip, make those legs of yours lithe and powerful. I can shoot new strength into your old backbone, exercise those inner organs, help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling! Before I get through with you I'll have your whole frame "measured" to a nice, new beautiful suit of muscle!

What's My Secret?

"Dynamic Tension!" That's the ticket! The identical natural method that I myself developed to change my body from the scrawny, skinny-chested weakling I was at 17 to my present super-man physique! Thousands of other fellows are becoming marvelous physical specimens—my way. I give you no gadgets or contraptions to fool with. When you have learned to develop your

Strength through "Dynamic Tension" you can laugh at artificial muscle-makers. You simply utilize the DORMANT muscle power in your own God-given body—watch it increase and multiply double-quick into real solid MUSCLE.

My method—"Dynamic Tension"—will turn the trick for you. No theory—every exercise is practical. And man, so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of "Dynamic Tension" almost unconsciously every minute of the day—walking, bending over, etc.—to BUILD MUSCLE and VITALITY.

**My Illustrated Book is Yours
—Not for \$1.00 or 10c—But FREE**

Send NOW for my famous book, "Everlasting Health and Strength." 48 pages, packed from cover to cover with actual photographs, valuable advice. Shows what "Dynamic Tension" can do, answers many vital questions. Page by page it shows what I can do for YOU.

This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your whole life! Rush coupon to me personally: Charles Atlas, Dept. 23310, 115 East 23rd St., New York 10, N. Y.

**CHARLES ATLAS, Dept. 22810,
115 East 23rd St., New York 10, N. Y.**

Send me—absolutely FREE—a copy of your famous book, "Everlasting Health and Strength"—48 pages, crammed with actual photographs, answers to vital health questions, and valuable advice to every man who wants a better build. I understand this book is mine to keep, and sending for it does not obligate me in any way.

Name..... Age.....
(Please print or write plainly)

Address.....

City..... Zone No.
(if any)..... State.....

